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EAST PASADENA SPECIFIC PLAN

CITY OF PASADENA

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ACKNOWLEGMENTS

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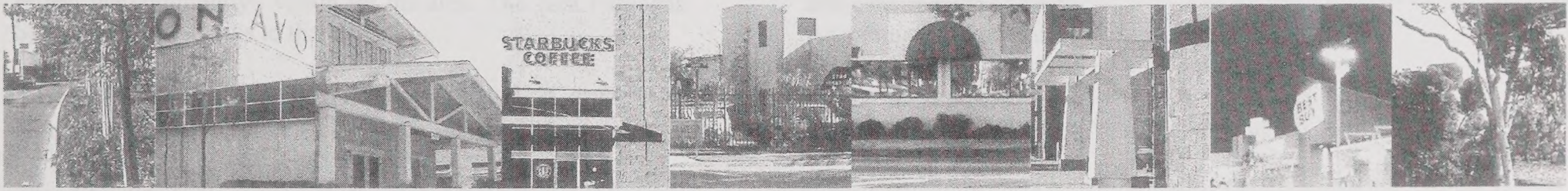
EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

The 1994 Land Use Element of the General Plan called for the preparation of seven specific plans. The purpose of these specific plans is to direct new development in the city to areas along major corridors and adjacent to the Pasadena Blue Line Light Rail stations. An overall development approach for development in the East Pasadena Specific Plan was set forth in the Land Use Element of the General Plan. The vision for East Pasadena is of an economically viable and attractive environment with a full range of mobility options - auto, light rail, bus, bicycle and pedestrian. There are three major elements of the vision for East Pasadena that were developed to reflect the community's vision for the area. The East Pasadena Specific Plan responds to that direction.

Vision Element 1: A Revitalized Center of Economic Activity - the Private Realm

The Specific Plan envisions a revitalized area, consisting primarily of employment activities with some retail and entertainment, which serves the residential and business community of East Pasadena and the City as a whole.

Vision Element 2: A Unifying Identity - the Public Realm

The Specific Plan envisions a network of Streetscape Corridors, including the completion of Walnut Street, Kinneloa Avenue and Maple Street which will provide an attractive and unifying identity for East Pasadena as well as completing the citywide circulation system for the area.

Vision Element 3: Mobility Options

The Specific Plan envisions a variety of options for mobility including pedestrian, bicycle, and shuttle-bus related to both internal circulation and to connecting with the planned light rail station.

In addition to the three vision elements, the Specific Plan responds to the following quality of life goals established through the planning process:

1. Mitigate impacts of traffic;
2. Accommodate the transit site and maximize its use;
3. Enable preservation of the Stuart Company building;
4. Encourage high-tech/R&D land uses
5. Establish design and development standards.

The General Plan divided the East Pasadena Specific Plan area into three subareas: d1 - East Foothill Industrial District; d2 - Foothill, Rosemead, Sierra Madre Villa; d3 - Hastings Ranch/Foothill-Rosemead Shopping Center

The East Pasadena Specific Plan is divided into chapters, which address both the Public Realm (the City) and the Private Realm (property owners, and developers).

The Design Standards and Guidelines for the Public Realm address the key elements of the East Pasadena Vision - economic vitality, aesthetic enhancement and improved mobility. The Public Realm Design Standards and Guidelines

are guided by an Urban Design Framework and emphasize the accommodation of auto, bus, bicycle and pedestrian modes in the multi-modal Access Corridors, as well as the interrelation of the corridors to the Public Realm and urban open space. The Public Realm Design Standards and Guidelines also focus on the aesthetics of the Multi-modal Access Corridors. Finally, the Design Standards and Guidelines set a framework for private investment in terms of enhanced accessibility and a more attractive environment.

The purpose of the Private Realm Development Standards and Guidelines is to define the requirements for new construction and rehabilitation or reuse of existing buildings, including their relationship to the Public Realm. This chapter includes Land Use, Development Standards and Design Guidelines for each of the subareas, and Design Guidelines that are applicable to all subareas.

The question of height in the city has been of concern to both the residential and businesses in East Pasadena for a number of years. Currently, the permitted height in the Specific Plan area ranges from 36 and 45 feet north of Foothill Boulevard and from 45 to 110 south of Foothill Boulevard. The recommended height for properties north of Foothill Boulevard is to remain relatively the same to ensure consistency with existing development in the area.

One of the major goals of the specific plan is to encourage high tech businesses. For properties south of Foothill Boulevard, east of the 210 Freeway to the city's eastern boundary, except for the site of the Light Rail Joint Development, the Specific Plan recommends a height of 60 feet. For the Joint Development site the height is recommended at 85 feet to accommodate essential HVAC equipment for bio-medical industries need for higher floor to floor space, i.e., 15 to 16 feet between floors. The height will be measured from Foothill Boulevard.

One of the most significant issues facing the East Pasadena Specific Plan is traffic. Today, the East Pasadena area has traffic issues that the community would like to see addressed prior to new development. Included in the Specific Plan is a chapter addressing Mobility. Because of the scope of the expanded traffic study, which included neighborhoods north of the Specific Plan boundaries, the mitigation measures in the EIR reflect measures for those areas as well including measures for the Neighborhood Protection Program.

Affordable Housing

In conjunction with the update of the Housing Element, the City is preparing an inclusionary zoning ordinance. When this ordinance becomes effective, new residential and mixed-use projects in the Specific Plan area will be required to include an affordable housing component. Affordable housing will be provided in the Specific Plan area.

Interim Limit for Development

The General Plan recommends 2.1million square feet of net new development for the East Pasadena Specific Plan area. A component of the Specific Plan is the construction of the three proposed roadway extensions - Kinneloa, Walnut and Maple Streets which are addressed as part of the citywide transportation network. Throughout the development of the Plan, issues were raised by the East Pasadena Specific Plan

Steering Committee and the Planning Commission about the amount of growth - net new as well as ambient growth.

The FEIR states that if the three roadway extensions are not complete then an alternative mitigation measure requiring major right-of-way acquisition will be required. The mitigation measure proposed for the intersection of Sierra Madre Villa and Foothill Boulevard (Intersection 18) mitigates that intersection. (See Section 7.2.9.2 Sierra Madre Villa Avenue and Foothill Boulevard, page 7-5)

During Planning Commission review, there were discussions regarding the vision of the Specific Plan, including traffic concerns. Because levels of traffic are of major concern, the Specific Plan establishes an interim limit of 1,357,455 square feet of non-residential development and 235 dwelling units. Development exceeding this interim limit will be allowed only if Kinneloa and Walnut Streets are extended. Although the Maple Street extension is currently included in the Mobility Element, the Public Works & Transportation Department will determine, during the current update of the Mobility Element, whether the extension is necessary and beneficial to warrant its cost. In any case, development should not exceed 2.1 million of net new non-residential floor area as allocated in the General Plan and 500 dwelling units as recommended in the Specific Plan.

Therefore, the following is the reduced allocation for the non-residential and residential allocations allowed by sub-area:

Sub-area d1 - Foothill Industrial District

Land Use	Square Feet	Units
General Commercial	65,800	
Industrial	329,000	
Institutional	23,500	
Residential		47
Sub-Total	418,300	47

Sub-area d2 - Foothill, Rosemead, Sierra Madre Villa

Land Use	Square Feet	Units
General Commercial	856,527	
Industrial	29,733	
Institutional	2,648	
Residential		188
Sub-Total	888,908	188

Sub-area d3 - Hastings Ranch/Foothill/Rosemead Shopping Center Area

Land Use	Square Feet	Units
General Commercial	50,247	0
Sub-total	50,247	0

Total Development Non-Residential Square Feet and Residential Units

Land Use	Square Feet	Units
Commercial	972,574	
Industrial	358,733	
Institutional	26,148	
Residential		235
Total Development	1,357,455	235

The following summarizes the assumptions and goals of the Specific Plan for each of the sub-areas and the recommended strategies for both land use and mobility.

Subarea d1 - Foothill Industrial District

Based on the existing industrial uses in this sub-area, recent resurgence in research and development and technology based industries in southern California in general, and Pasadena specifically, the intent of this district is to retain its existing industrial base and encourage new research and development uses. Further, in recent years, there has been an interest in the artist community for live/work housing in this area.

The following summarizes the major strategies and recommendations for the area.

Strategies and Recommendations

Land Use Recommendations

- Protect industrial uses and provide opportunities for start-up of new businesses, including biomedical, research & development technology based industries.
- Recommend a two-story parking garage, or two, to be constructed in the abandoned right-of-way on Walnut Street to provide parking for existing and future businesses.
- Add a total of 100 dwelling units to Sub-area d1 for Live/Work opportunities, with a maximum of 47 units to be constructed under the Interim Limit for Development.

Mobility Recommendations

In order to provide for improved mobility in the East Pasadena area, including south of the 210 Freeway, the following is recommended:

- Continue support of the Kinneloa Street Extension
- Connect Walnut Street to Kinneloa Street
- Improve Walnut Street with curb, gutter, sidewalks and landscaping.
- Neighborhood Mitigation Program

Subarea d2 - Foothill, Rosemead, Sierra Madre Villa

The vision for this area is to return to the historical direction of the area and encourage research and technology based jobs and office jobs in general. However, the parcels located south of Foothill Boulevard are some of the most desirable land parcels in the city for reuse and the value of the land is relatively high for industrial space. There will be competing market pressure for the land to be developed into various commercial uses.

Housing

The General Plan called for 400 housing units (300 at or near the light rail station). In order to provide housing opportunities in this area and to support the development of a Transit Oriented District the Specific Plan has retained these 400 units, with a maximum of 188 units constructed under the Interim Limit for Development.

Pasadena Blue Line

The Sierra Madre Villa Light Rail station joint development is to be built at the former Stuart Company building site which is listed on the National Register of Historic Places. Sierra Madre Villa Technology Partners has been chosen as the developers of the site. The General Plan, through its policies and objectives, has targeted development around light rail stations. Chapter 5 - Design Guidelines for the Transit Station site presents criteria for developing the transit site while still preserving some of the historical portions of the Stuart Company building.

The Mobility Chapter addresses street improvements for this area. The following summarizes the major strategies and recommendations.

Strategies and Recommendations

Land Use Recommendations

- Rezone parcels located immediately east and west of the Sierra Madre Villa Transit Station from IG (Industrial) to CG (Commercial Office/R&D) to provide opportunities for the development of more office space and encourage research and development businesses, as well as provide for transit-oriented opportunities to support the Light Rail station. See Figure 6-5.
- Recommend housing be added as a permitted use in the CG district to encourage housing around or near the transit site.
- Prohibit "Big Box" Retail which is generally not a transit supportive use, nor ancillary to industrial uses.
- Continue to support and protect industrial uses and provide opportunities for start-up of new businesses, including research and development technology-based industries.
- Provide incentives to preserve the significant elements of the Stuart Company building.
- Establish Floor-Area-Ratios for the area based on potential development of parcels.

Mobility Recommendations

- Extend Maple Street from Sierra Madre Villa Avenue to Titley Avenue.

Subarea d3 - Hastings Ranch/Foothill-Rosemead Shopping Center Area

When the General Plan was adopted in 1994, the square footage allocated for this area was only 35,000. As new development has occurred, this allotment has been reduced and only 16,676 s.f. remain. In order to accommodate existing businesses as they desire to become more competitive in the marketplace and to serve the local neighborhoods more efficiently, the Specific Plan recommends increasing the square feet from 35,000 to 60,100, with an maximum of 50,247 square feet under the Interim Limit for Development.

The General Plan did not allow for housing in this subarea. However, if a proposal should come forward that would further the goals and policies of creating a transit-oriented district, a public hearing before the Planning Commission for using a portion of the housing allocation in Subarea d2 shall be followed.

Strategies and Recommendations

- Continue to support retail uses in this subarea which serve the needs of the Pasadena community.
- Raise the amount of new non-residential square feet from 35,000 to 60,100, with a maximum of 50,247 square feet under the Interim Limit for Development.
- If a proposal for a housing project should come forward in Subarea d3, transferring residential units from Subarea d2 to Subarea d3 will be permitted. However, if demolition of non-residential square feet is involved, no credit for such space will be given.

Definitions

The zoning code is currently being updated and through this specific plan process, the following definitions are to be defined and then included in the update.

Research and Development - to be located in both General Commercial and Industrial Zones.

"Research and Development: Facilities for scientific research, and the design, development and testing of electrical, electronic, magnetic , optical and mechanical components in advance of product manufacturing that do not involve the mass manufacture, fabrication, processing, or sale of products"

Big Box Retail - A retail or wholesale store over 75,000 square feet, with centralized cashiering

Currently the Zoning Code has three separate use classifications for industrial uses. A. Industry, Standard; B. Industry Restricted; and C. Small-Scale. Based on the types and nature of small scaled industries (or start-up businesses and industries) that is occurring. Small scale is modified as follows:

"Limited to a maximum gross floor area of 5,000 square feet.

1.0 INTRODUCTION AND ORIENTATION

1.0 INTRODUCTION AND ORIENTATION

The purpose of this chapter is to provide background information on the development of the Revised East Pasadena Specific Plan.

This chapter is organized as follows:

- History
- Revised Specific Plan Preparation
- General Plan Guiding Principles
- Specific Plan Orientation
- Community Participation
- Organization of the Specific Plan

1.1 History of the East Pasadena Specific Plan Process

The vision for East Pasadena was first articulated in the Land Use Element of the General Plan, which was adopted in spring of 1994. The General Plan vision was based on the existing land uses and economic circumstances occurring in the city and the region at the time. For example, there was approximately 1,000,000 square feet of vacant industrial building space in East Pasadena when the Draft East Pasadena Specific Plan was being prepared. Of the seven Specific Plans called for in the General Plan, the Draft East Pasadena Specific Plan was the first to be initiated. Work on the plan started in 1993 and continued until the completion of the Draft East Pasadena Specific Plan which was approved by the City Council in January 1995. There was an extensive public participation process including six community-wide meetings during the preparation of the plan.

During the preparation of the Draft Specific Plan, the Kodak Company decided to sell both its land and its Datatape business located along Sierra Madre Villa Drive. The Kodak Company agreed to participate in a group decision-making process to determine the desired options for the property. A committee, representing the city, property owners, neighborhood association leaders and residents was formed. This committee met seven times and developed the "Kodak Agreement", which provided for development of retail uses on the site.

Due to a lawsuit affecting the plan, which occurred after City Council approval, and prior to the completion of the Environmental Impact Report (EIR), the EIR and final Specific Plan were not completed.

Since the approval of the Draft East Pasadena Specific Plan in January 1995, the resolution of the lawsuit and, available funding to resume the Specific Plan process, several significant events occurred to influence the direction of the Revised Draft Specific Plan. The most significant change is the economic recovery and increased economic viability of the City and the region as a whole. Recommendations in this Revised Draft East Pasadena Specific Plan reflect the changes in the built form of the area, the new economic conditions, and the recent demand for research and development, engineering, biomedical and other new technology-based industries.

1.2 Revised Draft East Pasadena Specific Plan Preparation

The Revised Draft East Pasadena Specific Plan process was resumed in April 1998 with a meeting of neighborhood association presidents and other individuals significantly involved in the original process to determine the validity of the 1995 Draft Specific Plan. After this meeting and further discussions and review of the document, it was decided to pursue a revision to the Draft Specific Plan that had been given concept approval in January 1995.

Throughout the planning process, the Revised Draft East Pasadena Specific Plan has been designed to provide guidance to property owners and developers, and to assist in creating a vibrant, stimulating environment for the entire East Pasadena community, while creating the opportunity for the generation of new businesses and quality jobs for the community.

1.3 General Plan Guiding Principles

The General Plan contains the following seven Guiding Principles:

1) Growth will be targeted to serve community needs and enhance the quality of life.
2) Change will be harmonized to preserve Pasadena's historic character and environment.
3) Economic vitality will be promoted to provide jobs, services, revenues and opportunities.
4) Pasadena will be promoted as a healthy family community.
5) Pasadena will be a city where people can circulate without cars.
6) Pasadena will be promoted as a cultural, scientific, corporate, entertainment and education center for the region.
7) Community participation will be a permanent part of achieving a greater city.

1.4 Specific Plan Orientation

1.4.1 Purpose of the Specific Plan

The Specific Plan is enacted pursuant to Section 65450 et seq. of the California Government Code and other applicable laws, and is intended to provide for systematic implementation of the General Plan, as related to properties located within the boundaries of the East Pasadena Specific Plan area (Figure 1-1).

The General Plan sets forth overall goals and policies to guide the future development of the City, and is the framework for future development. The General Plan contains broad policy statements, but does not usually contain specific implementation procedures. The zoning ordinance and Specific Plans are needed to serve that function.

A Specific Plan is a tool used by cities to guide community development in a defined geographic area. It is a method to implement the General Plan. It provides the bridge between goals and policies contained in the General Plan and individual development projects. The Specific Plan must be consistent with all facets of the General Plan, including policy statements. Once the East Pasadena Specific Plan is adopted, all future

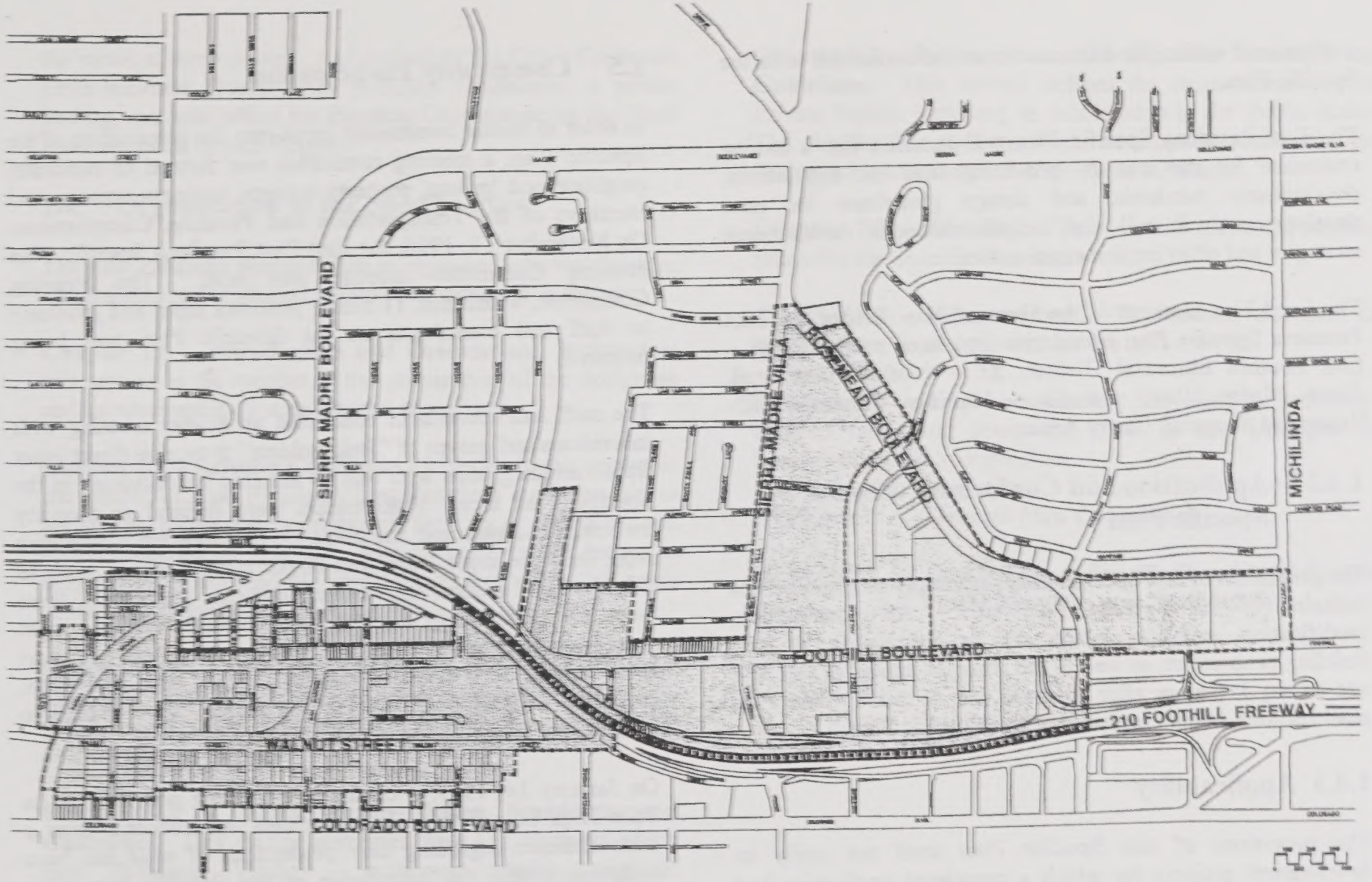


Figure 1-1.
Specific Plan Boundaries

entitlements within the Plan area must be consistent with the Specific Plan.

The East Pasadena Specific Plan will function like a zoning ordinance for the area by providing land use regulations, development standards, and design guidelines for new developments. It will also include economic development strategies and other implementation tools.

The Land Use Element of the General Plan divided the East Pasadena Specific Plan boundaries into three subareas: d1 – East Foothill Industrial District; d2 – Foothill, Rosemead, Sierra Madre Villa; and d3 – Hastings Ranch/Foothill-Rosemead Shopping Center Areas.

1.4.2 Application and Conformity with the Specific Plan

The provisions of this Specific Plan shall apply to all properties included in the Specific Plan area. All construction, modification, addition, placement or installation of any building or structure, as well as the commencement of any new use on any lot, on or after approval date of this Specific Plan shall conform to the provisions of this Specific Plan.

1.4.3 Applicability

The provisions of this Specific Plan shall not apply to development projects for which a completed application has been received by the appropriate city office as of the date of the adoption of this Specific Plan; provided, applicants for such projects may elect to comply with any of the provisions hereof, in lieu of the former provisions.

1.5 Community Participation

In order to ensure community input into the preparation of the Specific Plan, a steering committee was formed of residents, neighborhood leaders, property owners, business owners, and members of the Transportation and Planning Commissions. On November 11, 1998, the first East Pasadena Specific Plan Steering Committee meeting was held. The Steering Committee, which met 11 times, provided input and guidance to staff and consultants as the Specific Plan was being prepared.

The staff and consultants conducted an all-day meeting with individuals and groups of "Stakeholders" to receive direct input from various groups who will be affected by decisions in the Specific Plan area. Stakeholders were defined as property owners, residents, and members of the Steering Committee who, in some cases, represent larger constituencies, such as neighborhood groups, and business owners. In addition, there were several meetings directed solely toward receiving input from business property owners in Subarea d1. Property owners who were in the process of moving forward with new plans, including expansion of existing businesses, were invited to speak to the Steering Committee.

On January 14, 1999, a community meeting was held at La Salle High School to solicit comments and concerns from a wide audience regarding their perceptions of what has been occurring within the boundaries of the Specific Plan area. After the preparation of the Revised Draft Specific Plan and prior to formal commission hearings, the document was taken to neighborhood associations, property owners and business owners to solicit their comments. These comments were brought to the Commissions to inform their understanding of

the views of these groups. As required by the City's California Environmental Quality Act (CEQA) Guidelines, a public hearing was held before the Planning Commission on the Draft Environmental Impact Report.

1.6 Organization of the Specific Plan

The East Pasadena Specific Plan is organized into ten chapters. The information contained within each section is as follows:

Chapter 1.0 – Introduction and Orientation. Included in this section is the context of the preparation of the document and its relationship to state law and procedures.

Chapter 2.0 – Existing Conditions. Included in this section is the history of East Pasadena, East Pasadena's relationship to the region, its natural environment, the City of Pasadena, and the development of light rail. Also included in this section is information on the land use inventory, zoning and a discussion of the market conditions in each subarea.

Chapter 3.0 – Land Use Strategy and Urban Design Concept. Included in this section is a discussion of the parameters that led to the recommendations contained in the following three chapters.

Chapter 4.0 – Public Realm Design Standards and Guidelines. This section addresses three key elements of the East Pasadena Vision – economic vitality, aesthetic enhancements, and improved mobility.

Chapter 5.0 – Design Guidelines for the Transit Station Site. This section makes recommendations for the development of the transit site station.

Chapter 6.0 – Private Realm Development Standards and Guidelines. This section defines the requirements for the Private Realm, including its relationship to the Public Realm. The chapter discusses land use, development standards, and design guidelines for each of the three subareas.

Chapter 7.0 – Mobility. This section discusses mobility issues for the Specific Plan area.

Chapter 8.0 – Infrastructure. This section discusses the infrastructure support needed for the land use plan.

Chapter 9.0 – Implementation. This section provides a detailed discussion about the costs of and strategies for implementing the Specific Plan.

APPENDIX A. General Plan Consistency

APPENDIX B. East Pasadena Specific Plan Chronology of Public Meetings and Notification

2.0 HISTORY AND EXISTING CONDITIONS

2.0 HISTORY AND EXISTING CONDITIONS

The purpose of this chapter is to discuss the history of and the existing conditions in the East Pasadena area.

The chapter is organized as follows:

- Historical Background
- Regional Context
- Natural Context
- Pasadena Context
- Light Rail Context
- Resources Eligible for the National Register
- Resources Eligible for Local Designation and of Local Interest
- Existing Development and Land Use
- Economic Context (by subarea)
- Existing Zoning
- General Plan Designation
- Potential Hazardous Waste Sites
- Existing Street Patterns

2.1 Historical Background

2.1.1 Late 19th and Early 20th Century History

The beginning of East Pasadena starts with the story of L. J. Rose. In 1858, L. J. Rose immigrated from Iowa, and in 1860 purchased 1,300 acres on the eastern boundaries of the San Pasqual grant, today the site of the City of Pasadena, the Huntington Library and thousands of homes. By 1880, Rose was producing 500,000 gallons of wine and 125,000 gallons of brandy at his Sunny Slope ranch as well as running a race horse breeding ranch for trotters. He eventually sold Sunny Slope and continued a successful business career, including serving as a state senator. He died in 1899.

In 1882, Charles Cook Hastings purchased 1,100 acres from L. J. Rose, based on the claims that the climate of Sierra Madre and its environ were beneficial for people with respiratory trouble. According to historical documents, he was motivated by the fact that his manager suffered from respiratory problems. Hastings called the ranch Alta Mesa. Charles Cook Hastings died in 1884 at the age of 52 from an illness he contacted during his first winter on the ranch.

The land and all its belongings, including a half-finished mansion were left to his two children both of whom were minors at the time. Eventually his son, Charles Houston Hastings became the owner of the land. During Charles' tenure, he was famous like his father for his horticulture skills and love of animals, especially race horses. Charles will be remembered for two things: the pioneering of a style of living that is associated with California, and the gift of most of his wealth as a permanent trust to underwrite the study of the cause and cure for tuberculosis. The organization he formed was called the Hastings Foundation, which in 1961 became affiliated with the University of Southern California. Just prior to his death in 1942, Charles sold the land to a syndicate for $1,175,000.

On January 26, 1945, a newspaper article announced the "biggest real estate transaction of the war" with a bid of $463,000 for 400 acres of the Hastings Ranch, with the

remaining 600 acres to be sold later. The article stated that "plans for a subdivision of beautiful homes, described as 'a Southern California garden spot' will be developed." During this period, a wide debate occurred among the cities of Sierra Madre, Arcadia and Pasadena about the annexation of the area.

On February 28, 1946, the Lower Hastings Ranch area was annexed into the City of Pasadena. In October 1947, the City of Pasadena approved a Comprehensive Community Development and Control Plan for the Hastings Ranch area.

Hastings Ranch – 1947 Site Plan

This plan looked at the future development of the entire subdivision, which not only included the residential portion of Lower Hastings Ranch, but the commercial areas south of Rosemead Boulevard to Foothill Boulevard. The height restriction for the Commercial-parking zone district was 80 feet. This height limit remained until the 1964 zoning code update when the height in the C-P zone was changed to 60 feet. In 1984, it appears that north of Foothill Boulevard the C-P zone was changed to Commercial and south of Foothill Boulevard changed to Commercial-Manufacturing and Manufacturing. Around the same time, the Commercial height was changed to 80 feet; and the C-M and Manufacturing heights were changed to 130 feet.

2.1.2 War Years and Development of High Tech Industries

Preparation for the war resulted in increased employment in southern California generally. The Pasadena Chamber of Commerce sponsored a "Pasadena Standard" or invitation of acceptable industries, preferably in the fields of fine scientific instruments, precision products, scientific research, and light manufacturing. By 1951, Avon Products, American Microphone Company, Hoffman Radio Corporation, Hycon Manufacturing, the United States Geophysical Corporation and many other industries were operating in Pasadena. Two establishments with the largest personnel were the Naval Ordinance Testing Laboratories, and the Jet Propulsion Laboratory. Available land was used to meet the housing shortage with new tracts opened in three sections of Pasadena, the Arroyo Seco (Linda Vista), Allendale and Upper Hastings Ranch. Most of the residents who settled when the Upper

Hastings homes were built were veterans of WW II and the home prices ranged from $12,000 to $15,000.

There were several notable firms located in East Pasadena that contributed to the increased knowledge of science. The name Datatape only goes back to 1983 when Eastman Kodak purchased the Datatape Division of Bell & Howell. Originally, it was part of a company founded as Consolidated Engineering Corporation (CEC) by Herbert Hoover, Jr. as an affiliate of United Geophysical Corporation founded in 1937. By 1945, CEC had split from United and continued its concentration on technology and instruments for use by the Army Air Force. In 1950, the company moved from its offices on North Lake Avenue to the 70,000 square foot plant in the Hastings Ranch area. In 1953, CEC was Pasadena's largest employer with 1,000 employees. The CEC "Datatape System" continued to play a key role in the development of space technology including the Mercury, Gemini, Apollo and Space Shuttle programs.

Another company that made a major impact on business in East Pasadena was the Bushnell Division of Bausch & Lomb. David P. Bushnell, importer of sports optics such as binoculars, telescopes, and riflescopes started the business in 1949 with the purchase of 400 binoculars in Japan, which he was to sell as Christmas presents. By 1959, his business had expanded so greatly that he moved to 2828 East Foothill Boulevard.

The Burroughs Corporation is another company that has made a significant impact on the development of East Pasadena. Burroughs started in 1886 in St. Louis, and acquired a Pasadena firm called Electro Data Company in 1957, located on Sierra Madre Villa, and employing 400 people. These firms developed the Burroughs' V series computer systems, as well as other computer systems used in guiding the launch of the Atlas Missile, and the Mercury and Gemini space programs.

The Stuart Company facility is significant, especially in California. It is an example of a suburban factory and company headquarters building which moved jobs to the suburbs just as a housing boom began, leaving behind the traditional downtown financial and business center.

2.1.3 Retail/Shopping

In 1958, Sears built its store between Rosemead Boulevard and Michillinda Avenue with a small shopping center surrounding it. For years these stores served the needs of area residents. In 1980, Sears upgraded the shopping center with the addition of Marshall's, Fuddruckers and smaller shops. In the shopping center west of Rosemead, Islands, Ralph's, Good Earth and the bank were developed between the 1950s and 1970s with façade updates in the 1980s and again in 1999. By the end of 1999, most of the Hastings Village Shopping Center was completed. The major stores are Sears HomeLife, Best Buy, Bed, Bath & Beyond, Old Navy, Chick's Sporting Goods, and Zany Brainy.

2.2 Regional Context

The East Pasadena Specific Plan area contributes to Pasadena's prominent role as an employment and retail center in the West San Gabriel Valley. Figure 2-1 shows the relationship of East Pasadena to both the City of Pasadena and the region.

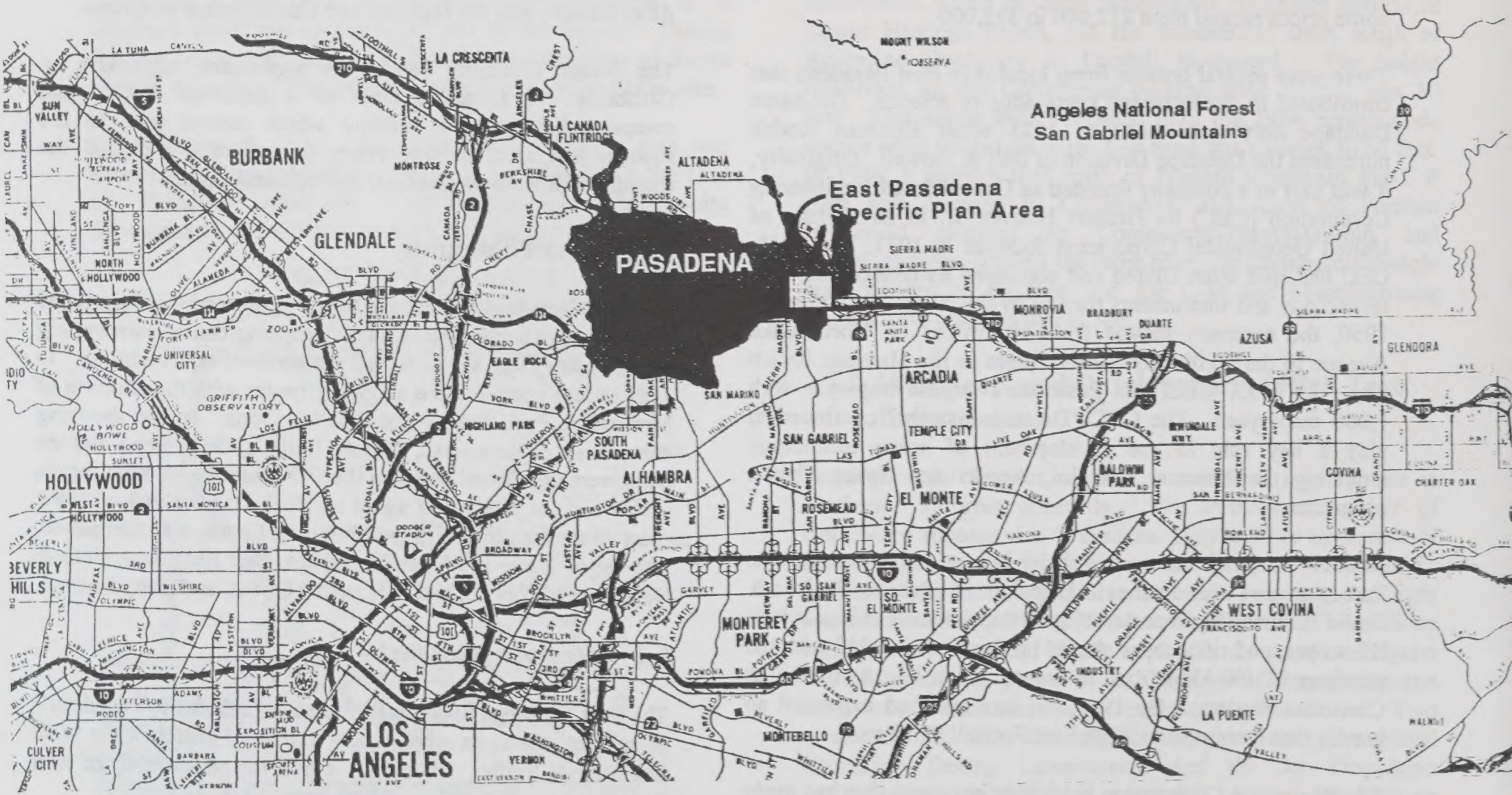


Figure 2-1.
Regional Context

2.3 Natural Context

As illustrated in Figure 2-2, East Pasadena is located south of the San Gabriel Mountains and the Angeles National Forest. This location provides dramatic views of the mountains to the north from the Specific Plan area. The Specific Plan topography gradually slopes downward from north to south.

View of San Gabriel Mountains to the North from Halstead Street

2.4 Pasadena Context

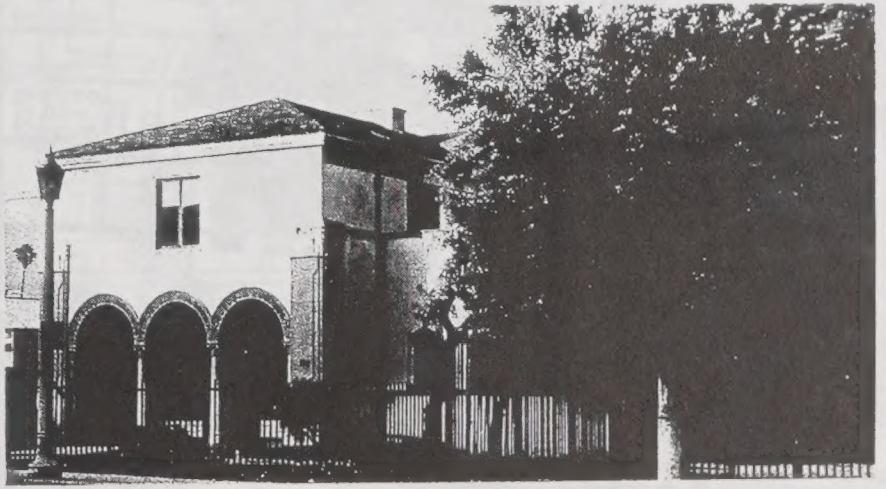
The East Pasadena Specific Plan area, as illustrated in Figure 2-3, is comprised of approximately 260 acres within the City of Pasadena and provides the gateway to the City from the east along both the 210 Freeway and Foothill Boulevard. East Pasadena has traditionally served as a major employment center, specifically in the area of research and technology for the City of Pasadena and as a shopping area for East Pasadena's neighborhoods, as well as nearby communities to the north, east and south.

2.5 Resources Eligible for the National Register of Historic Places

The Keeper of the National Register of Historic Places has listed the Stuart Company Building designed by Edward Durrell Stone on the National Register.

The Stuart Company Building, completed in 1958, is an important example of modern industrial and office design. Its features are described more fully in Chapter 6.0.

The Municipal Light and Power Station, built in 1933, is a significant example of a Mediterranean Revival public building in Pasadena. This building also appears to be eligible for the National Register.



The Municipal Light and Power Station built in 1933 appears eligible for the Federal Register.

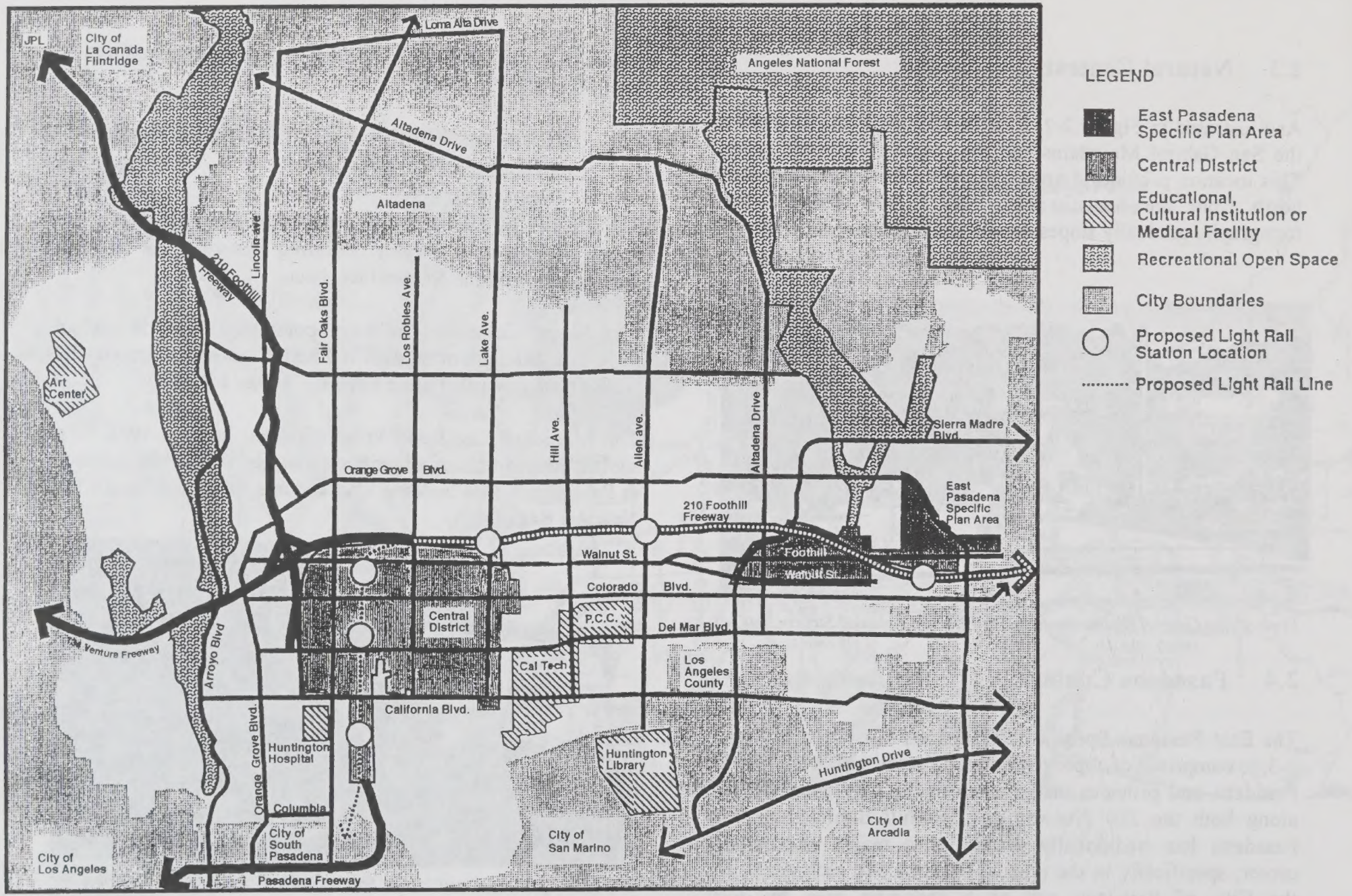


Figure 2-2.
Pasadena Context

1. 160-162 N. Altadena Dr.
2. 3360 E. Foothill Blvd.
3. 314 Del Rey Ave. / 303 N. Sierra Madre Blvd.
4. 2620 E. Foothill Blvd.
5. 2817 E. Foothill Blvd.
6. 3430 E. Foothill Blvd.
7. 3600 E. Foothill Blvd.
8. 24-32 N. San Gabriel Blvd
9. 25 N. San Gabriel Blvd.
10. Destroyed by fire
11. 600 Sierra Madre Villa Ave.
12. 2754 E. Walnut St.
13. 2914 E. Walnut St. / 96 N. Sunnyslope Av.

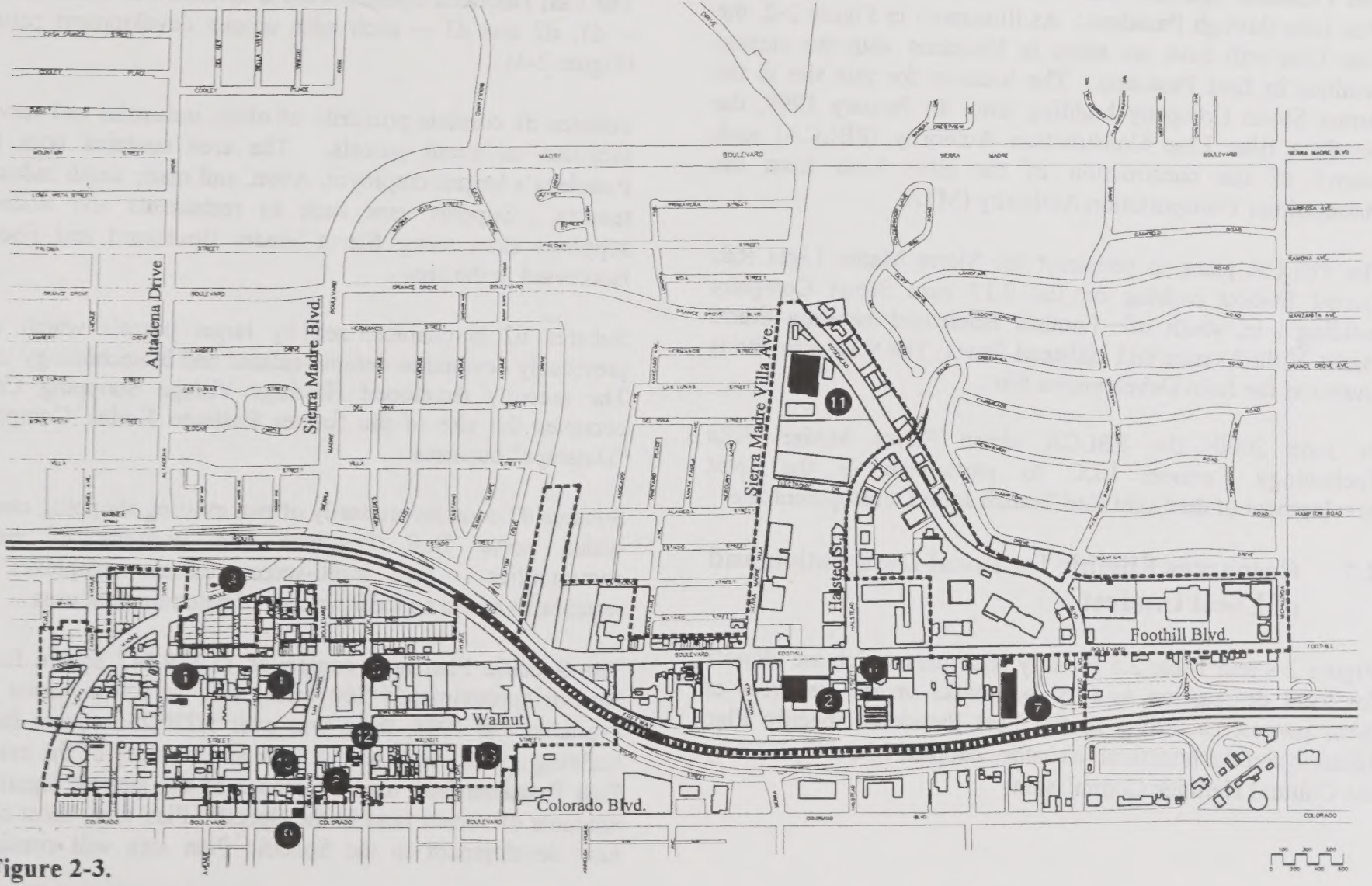


Figure 2-3.
Historic Resources

2.6 Light Rail Context

A major factor shaping both the Pasadena General Plan and the East Pasadena Specific Plan is the planned extension of the Blue Line through Pasadena. As illustrated in Figure 2-2, the Blue Line will have six stops in Pasadena with the current terminus in East Pasadena. The location for this site is the former Stuart Company building site. In January 1999, the Pasadena Blue Line Construction Authority (PBLCA) took control of the construction of the Blue Line from the Metropolitan Transportation Authority (MTA

The PBLCA plans to construct the Sierra Madre Light Rail Transit Station parking on the 9.12 acre Stuart Company building site, south of Foothill Boulevard between Sierra Madre Villa Avenue and Halstead Street. The 9.12 acre site is known as the Joint Development Site.

In June 2000, the PBLCA chose Sierra Madre Villa Technology Partners LLC to participate in the joint development of the Light Rail Transit Joint Development site.

2.7 Resources Eligible for Local Designation and of Local Interest

Figure 2-3 and Table 2.1 identify structures which are eligible for local designation as City landmarks or are resources of local interest according to the East Pasadena Specific Plan Historic and Architectural Inventory adopted March 7, 1994 by the Cultural Heritage Commission.

2.8 Existing Development and Land Use

The East Pasadena Specific Plan is divided into three subareas -- d1, d2 and d3 -- each with unique development patterns (Figure 2-4).

Subarea d1 consists primarily of older, industrial and services facilities on small parcels. The area contains both East Pasadena's largest employer, Avon, and many small industrial tenants. Support uses such as restaurants and materials suppliers exist along Sierra Madre Boulevard and Foothill Boulevard in the area.

Subarea d2 is characterized by larger parcels which were previously devoted to defense-related and biotechnology users. The recently developed Hastings Village Shopping Center occupies the site of the former Eastman Kodak Companies "Datatape" business.

Subarea d3 consists primarily of two existing shopping centers, which serve East Pasadena and portions of nearby communities. Two multi-screen theater complexes and restaurants create an existing core of entertainment uses.

The Specific Plan area comprises 11,359,847 square feet of land or approximately 260 acres, with very few vacant sites available. In 1998, there was over 5,220,256 square feet of building space. See Table 2.2 for an inventory of the existing East Pasadena land uses. Because of the lack of significant amounts of vacant land in the Specific Plan area, most of the new development in the Specific Plan area will consist of

tenant improvements, or demolition of existing buildings and construction of new buildings on the site.

Table 2.1
STRUCTURES WHICH ARE ELIGIBLE FOR LOCAL DESIGNATION AS CITY LANDMARKS OR ARE RESOURCES OF LOCAL INTEREST

Appears eligible for listing or listed in the National Register and Historic Places:				
	Address	**Date**	**Name**	**Style**
1	160-162 N. Altadena Drive	1933	Municipal Light and Power Building Architect: Robert H. Ainsworth	Mediterranean Revival
2	3360 E. Foothill Blvd.	1958	Stuart Company Building Architect: Edward Durrell Stone Landscape Architect: Thomas Church	Post-War Modern
Is separately listed or designated under an existing local ordinance or is eligible for such listing or designation.				
	Address	**Date**	**Name**	**Style**
3	314 Del Rey Ave./ 303 N. Sierra Madre Blvd.	1925	Boulder Bungalow/Papaioanu House Builder: Andreas Papaioanu	Craftsman Bungalow
4	2620 E. Foothill Blvd.	1912	"Airplane" bungalow	Craftsman Bungalow
Is not eligible for separate listing or designation under an existing local ordinance but is eligible for special consideration in local planning:				
	Address	**Date**	**Name**	**Style**
5	2817 E. Foothill Blvd.	1960	Geo. Stevenson Machine Co. Architect: Nyberg & Bissner	Post-War Modern
6	3430 E. Foothill Blvd.	1952	Engine Co. 37 Architect: Cecil Rhodes Curtis	Post-War Modern
7	3600 E. Foothill Blvd.	1948	Air Logistics Corp.	Post-War Modern
8	24-32 N. San Gabriel Blvd.	1908	Dollar Bill's *	Vernacular: Commercial
9	25 N. San Gabriel Blvd.	1908A	Massed-Plan Cottage *	Vernacular: Residential
10	45 N. San Gabriel Blvd.	1907	Lamanda Livery Stables	Vernacular: Barn / deleted burned down
11	600 Sierra Madre Villa Ave.	1955	Allstate Insurance Company Architect: Stiles O. Clements	Post-War Modern
12	2754 E. Walnut St.	1897A	Cross-Gable Cottage	Vernacular: Residential
13	2914 E. Walnut St. / 96 N. Sunnyslope Ave.	1929	Pasadena Indoor Swapmeet	Industrial: Brick Factory

A = Approximate date.
* = Demolished during process of preparing Specific Plan.

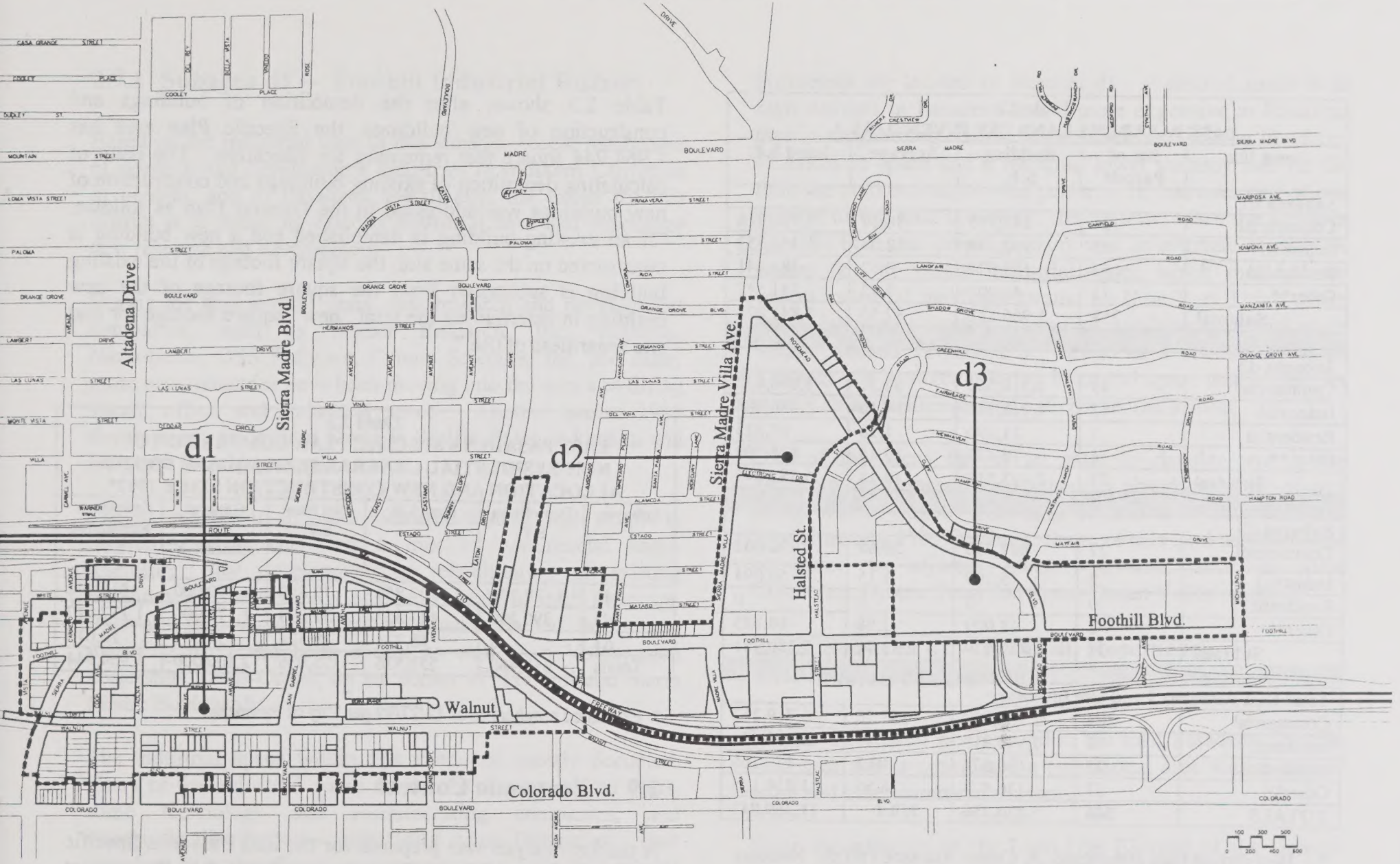


Figure 2-4.
Existing Development and Land Uses for Subareas d1, d2 and d3

Table 2.2
EAST PASADENA LAND USE INVENTORY *

Land Use	No. of Parcels	Building S.F.	Acreage	Land S.F.
Subarea d1				
Commercial	128	843,795	38.77	1,700,318
Industrial	65	962,639	32.34	1,414,752
Residential	54	109,674	8.62	384,441
Other**	11	40,003	7.82	341,512
Subtotal	258	1,956,111	87.55	3,841,023
Subarea d2				
Commercial	49	1,310,565	64.31	2,806,832
Industrial	13	1,012,981	34.10	1,486,388
Residential	1	21,200	1.58	68,825
Other**	14	78,470	19.15	825,798
Subtotal	77	2,423,216	119.14	5,187,843
Subarea d3				
Commercial	27	807,730	50.68	2,212,062
Industrial	2	15,199	1.15	50,094
Residential	0	0	0	0
Other**	2	18,000	1.58	68,825
Subtotal	31	840,929	53.41	2,330,981
Total East Pasadena Land Use Inventory				
Commercial	204	2,962,090	153.76	6,719,212
Industrial	80	1,990,819	67.59	2,951,234
Residential	55	130,874	10.2	453,266
Other**	27	136,473	28.55	1,236,135
TOTALS	**366**	**5,220,256**	**260.1**	**11,359,847**

* Data derived from Metroscan/L.A. County Assessor's office. Numbers have been rounded to two decimal places.

** Includes vacant land, utilities, schools, institutions and miscellaneous.

Table 2.3 shows, after the demolition of buildings and construction of new buildings, the Specific Plan area has 1,964,944 square feet remaining for allocation. The issue of calculating demolition of existing buildings and construction of new buildings was addressed in the General Plan as follows: "If an existing building is demolished and a new building is constructed on the same site, the square footage of the existing building is subtracted from the square footage of the new building in determining the total "new" square footage for that site regardless of use."

Table 2.3
EAST PASADENA SPECIFIC PLAN COMPARISON OF NON-RESIDENTIAL GENERAL PLAN SQUARE FOOT ALLOCATION AND NEW CONSTRUCTION SINCE 1992*

Subarea	Demolition S.F.	New S.F.	Net New S.F.	General Plan Allocation S.F.	Estimated Remaining S.F.
d1	28,200	107,859	79,659	890,000	810,341
d2	390,280	427,353	37,073	1,175,000	1,137,927
d3	0	18,324	18,324	35,000	16,676
Totals	418,480	553,536	135,056	2,100,000	1,964,944

* Estimated numbers as of 12/27/99 per City of Pasadena.

2.9 Economic Context

A market analysis was prepared for the East Pasadena Specific Plan in January 1999. This section highlights the market conditions within each of the three subareas. Special attention is paid to specific parcels that are most likely to face development pressure in the near future.

2.9.1 Subarea d1 -- Foothill Industrial District

Based on the industrial uses in this subarea, recent resurgence of research and development industries in southern California in general, and in Pasadena specifically, the intent for this district is to retain its existing industrial base and encourage new research and development.

During the past several years, new research and development companies, such as Tanner Research, Inc., Materia,, Nanostream, DSS Software, Cyrano Sciences, Inc. and many more new industries have been moving into the area and filling vacant office and industrial space. Another recent 1999 development on Walnut Street is Pacific Brass, a kitchen and bath, and plumbing supplier.

The d1 subarea is an older industrial district with small- to medium-sized parcels and a mix of commercial users. Therefore, new development or rehabilitation of existing buildings will be primarily of a small scale or infill in nature. This area has a concentration of auto-oriented businesses, including parts and body shops, as well as a Volkswagen dealership, Trans-Ocean, on the corner of Foothill and Sierra Madre Boulevards.

The industrial space within this district is mostly occupied. Users of the industrial space are a mix of auto-related users, some technology and manufacturing companies, and warehouse distribution – principally Avon Cosmetics. East Pasadena is a significant employment center for auto-related businesses for the City as a whole and most of the City's auto-related employment is concentrated along Walnut Street and Foothill Boulevard. Currently, twenty-four auto-related businesses are located in Subarea d1. Industrial space is in high demand in Pasadena and is more expensive in Pasadena than in neighboring communities. There is a smaller inventory of available space and a resulting lower vacancy rate (at the time the market analysis was performed), just over half of one percent of the total inventory. In contrast, when the previous Specific Plan was prepared, there was an estimate of 780,000 square feet of vacant industrial space which included the vacant industrial buildings located on New York Drive where EarthLink is now located. Therefore, available industrial space within Subarea d1 should be viewed as a community asset. The area is a resource offering industrial space that is ideal for startup small businesses and entrepreneurial efforts.

One of the areas that is an asset to development is the Metropolitan Transportation Authority abandoned right-of-way along Walnut Street. This strip of land is 60 feet wide and approximately 4500 feet long. Some of this land has been sold or leased to adjacent property owners, such as Avon Cosmetics, Greene Trust and Trans-Ocean Volkswagen.

2.9.2 Subarea d2 – Foothill, Rosemead, Sierra Madre Villa

This is the central portion within the East Pasadena Specific Plan area and is considered a transitional area with a mix of retail and other commercial users.

Since the adoption of the Land Use Element of the General Plan in 1994, this area has seen the most dramatic change. It is also expected that this area will change the most in the future due to the large parcel sizes south of Foothill Boulevard.

Projects that have been constructed and have changed the built form of this area are: Pasadena City College's Continuing Education facility; the Hastings Village retail project which replaced the Datatape Buildings; and Roger Engemann & Associates' (financial investments) addition of a second building and parking garage to their existing facility. The first phase of a condominium project was built on the northwest corner of Halstead Street and Rosemead Boulevard. The second phase of this project is in the early states of development. Of the three subareas, this area has the potential to see the most change, stemming from market pressures, infrastructure investments, and available land. The following three sites will be the most affected by new development.

2.9.2.1 The Light Rail Station Site

The future light rail station site, where the former Stuart Company building is located, was purchased by the Metropolitan Transportation Authority (MTA) for the easternmost terminus of the Pasadena Blue Line extension. Authority for construction of this line, along with all of the agency real property holdings, was transferred to the Pasadena Blue Line Construction Authority (PBLCA) which was established in January 1999.

The initial plan for the transit site called for 1,000 spaces of surface parking as an interim use. The current proposal for the 9.12 acre site is a joint development project with Sierra Madre Villa Technology Partners for approximately 570,000 square feet of bio-medical and office uses. The PBLCA has established the following conditions for participating in the joint development of this parcel:

- Provide 1,000 parking spaces for exclusive use by riders of the Blue Line, to be constructed at developer's expense;
- Set aside a significant portion of the property to accommodate appropriate drop-off spaces for transit buses;
- Preserve the historic elements of the Stuart Company building. (This condition is the preference of the Authority).

Currently, a portion of the historic Stuart Company Buildings are being used by Calstart, the State of California's Electric Vehicle research consortium. This site was formally listed on the National Register of Historic Places.

2.9.2.2 Air Logistics and Adjacent Sites

The area between Foothill Boulevard and the 210 Freeway and the Rosemead exit ramp currently is a mix of commercial, industrial and utility uses. This area is made up of several parcels and a diverse set of users ranging from Air Logistics. The Gas Company, and a collection of restaurants and small businesses. The site's freeway exposure and visibility, combined with easy access to the interchange and the nearby Light Rail Transit Station suggest that regional-serving businesses requiring this kind of exposure would be ideally suited to be located on this site. Among the businesses that would fit within this category would be laboratories and offices.

2.9.2.3 The Xerox/Loral Site

The Xerox/Loral site is currently being rehabilitated. The proposed project is to reuse the existing 253,000 square foot office complex, demolish existing metal industrial buildings

and create a campus with a central plaza and garden. The proposed use supports the light rail station across the street, and would be an opportunity to stabilize the employment base in East Pasadena.

2.9.3 Subarea d3 – Hastings Ranch/Foothill-Rosemead Shopping Center Areas

This area is largely built-out with a mix of commercial, office and retail uses on large parcels. Most of the buildings in this district are part of shopping centers that were built in the 1960s and 70s and have an auto orientation in layout and site planning. Some property owners are currently rehabilitating the area. Whole Foods Market purchased the Ralph's Market and has opened for business. The Mann Theater has been taken over by Pacific Theaters. In addition, the existing Ralph's Market (formerly Hughes) has submitted the plans for expansion of the store and the addition of a commercial pad located adjacent to Foothill Boulevard. Proposed development provides an opportunity to create pedestrian amenities and improve the area to make it more competitive.

2.9.4 Housing

At the Planning Commission hearing, regarding the 1995 Draft East Pasadena Specific Plan, the Commission increased the number of dwelling units from 400 to 1,000. However, because of limited land available for development of 1,000 units, this Specific Plan establishes that the number of housing units in the Specific Plan be a total 500 units. This is 100 dwelling units greater than allocated in the Land Use Element of the General Plan and it would be distributed in Subareas d1 (as live/work) and d2. Under the Interim Limit for Development, the maximum number of housing units that could be built are 235 residential units.

Currently, Subarea d1 has 25 multi-family units, and 24 single-family residential units; Subarea d2 has one multi-family unit, 500 North Rosemead, which currently has 16 units in Phase 1, for a combined total of 31 units.

2.10 Existing Zoning

2.10.1 Land Uses

Chapter 6.0 – Private Realm Development Standards and Guidelines includes a discussion of recommended uses for the three subareas. The following is the Zoning Code's specific purposes for the establishment of those zones. This language as well as language in the General Plan is used in developing the East Pasadena Specific Plan.

In addition to the general purposes for commercial districts, the following outlines the additional purposes of each commercial district:

CO (Commercial Office) District. Provide a landscaped environment for offices of residential scale and for residential development that is protected from the more intense levels of activity associated with retail commercial development.

CL (Limited Commercial) District. Provide sites for businesses serving the daily needs of nearby residential areas, while establishing development standards that prevent significant adverse effects on residential uses within and adjoining a CL district and provide opportunities for certain

limited manufacturing and service uses that have impacts comparable to those of permitted retail uses to occupy space not in demand for retailing.

CG (General Commercial) District. Provide opportunities for the full range of retail and service businesses deemed suitable for locations in Pasadena, including businesses not permitted in the CL district because they attract heavy vehicular traffic or traffic not destined for Pasadena residential areas or have certain adverse impacts; and provide opportunities for certain limited manufacturing uses that have impacts comparable to those of permitted retail and service uses to occupy space not in demand for retailing or services.

IG (Industrial) District. The current zoning code defines the purpose of Industrial Districts as follows: provide appropriately located areas consistent with the General Plan for a broad range of manufacturing and service uses; strengthen the City's economic base, and provide employment opportunities close to home for residents of the city and surrounding communities; provide a suitable environment for various types of industrial uses, and protect them from the adverse impacts of inharmonious uses, ensure that the appearance and effects of industrial uses are compatible with the character of the area in which they are located; minimize the impact of industrial uses on adjacent residential districts; ensure the provision of off-street parking and loading facilities; and provide sites for the full range of manufacturing, service and distribution uses deemed suitable for location in Pasadena, to the extent feasible.

The Zoning Code is being revised and when the revised Zoning Code is adopted the new definitions will apply to the East Pasadena Specific Plan.

2.10.2 Height

The permitted height for the Specific Plan area north of Foothill Boulevard is 45 feet. South of Foothill Boulevard, the height limitation varies from 65 to 110 feet.

2.11 General Plan Designation

The General Plan designation for this area is Specific Plan. The East Pasadena Specific Plan is one of seven Specific Plans called out for targeted growth in the Land Use Element of the General Plan.

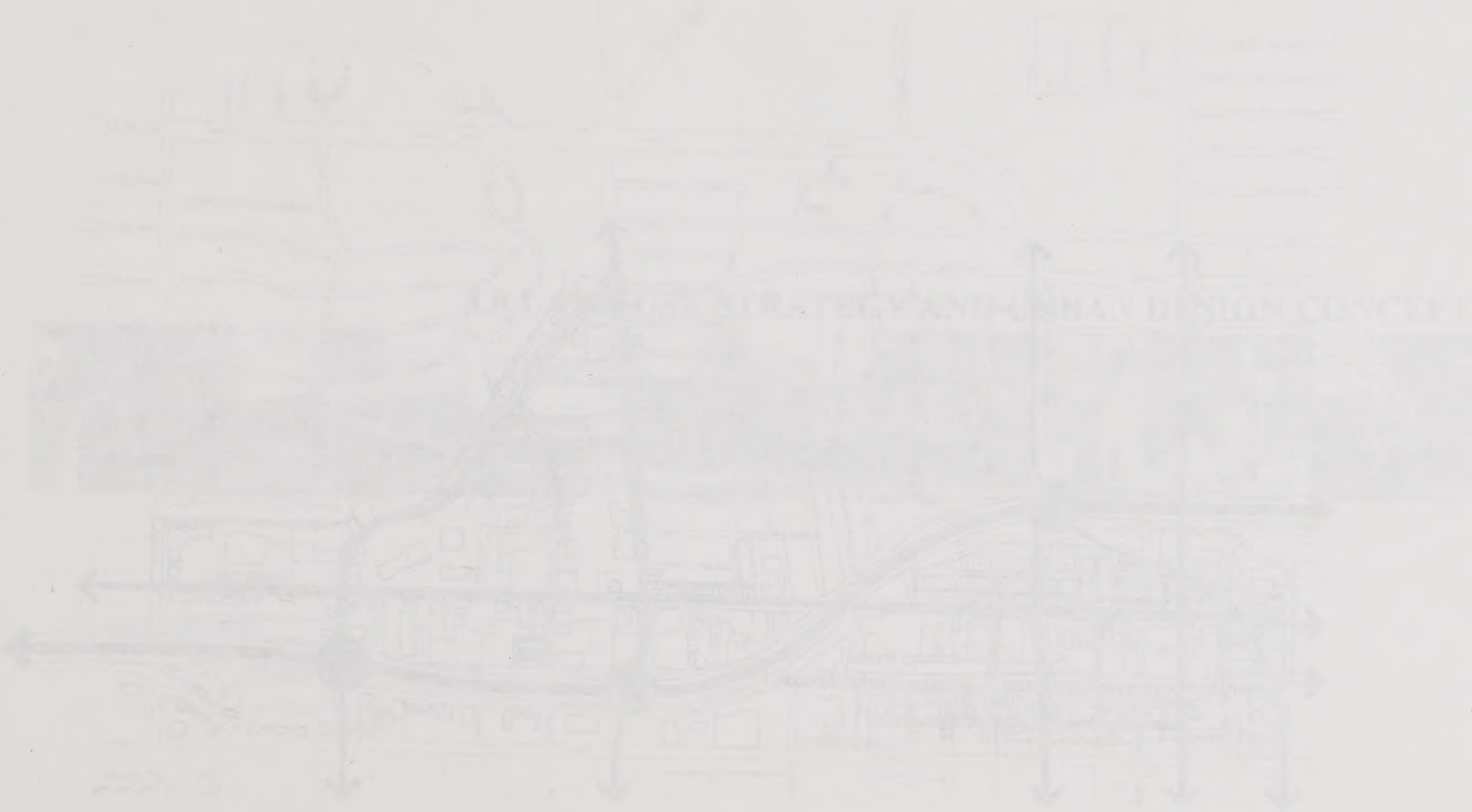
2.12 Potential Hazardous Waste Sites

A Preliminary Environmental Review Report for the East Pasadena Specific Plan area was prepared by Converse Environmental West in July 1993 and is on file with the Planning and Permitting Department. Applicants should consult this report to determine if there are potential hazardous waste sites in their project site area, which may require further evaluation.

2.13 Existing Street Patterns

East Pasadena is currently served by four levels of streets, as illustrated in Figure 2-5. Regional access is provided by the Foothill (210) Freeway. Citywide access is provided east-west by Foothill Boulevard. North-south citywide access is provided by Sierra Madre Boulevard, Altadena Drive, Sierra Madre Villa Avenue and Rosemead Boulevard. Local Access within the Specific Plan area is provided east-west by Walnut

Street and north-south by Halstead Street. Parcel access is provided on several streets in Subarea d1.



Regional Access

Local Access

Freeway Interchanges

Citywide East-West and North-South Access

Parcel Access

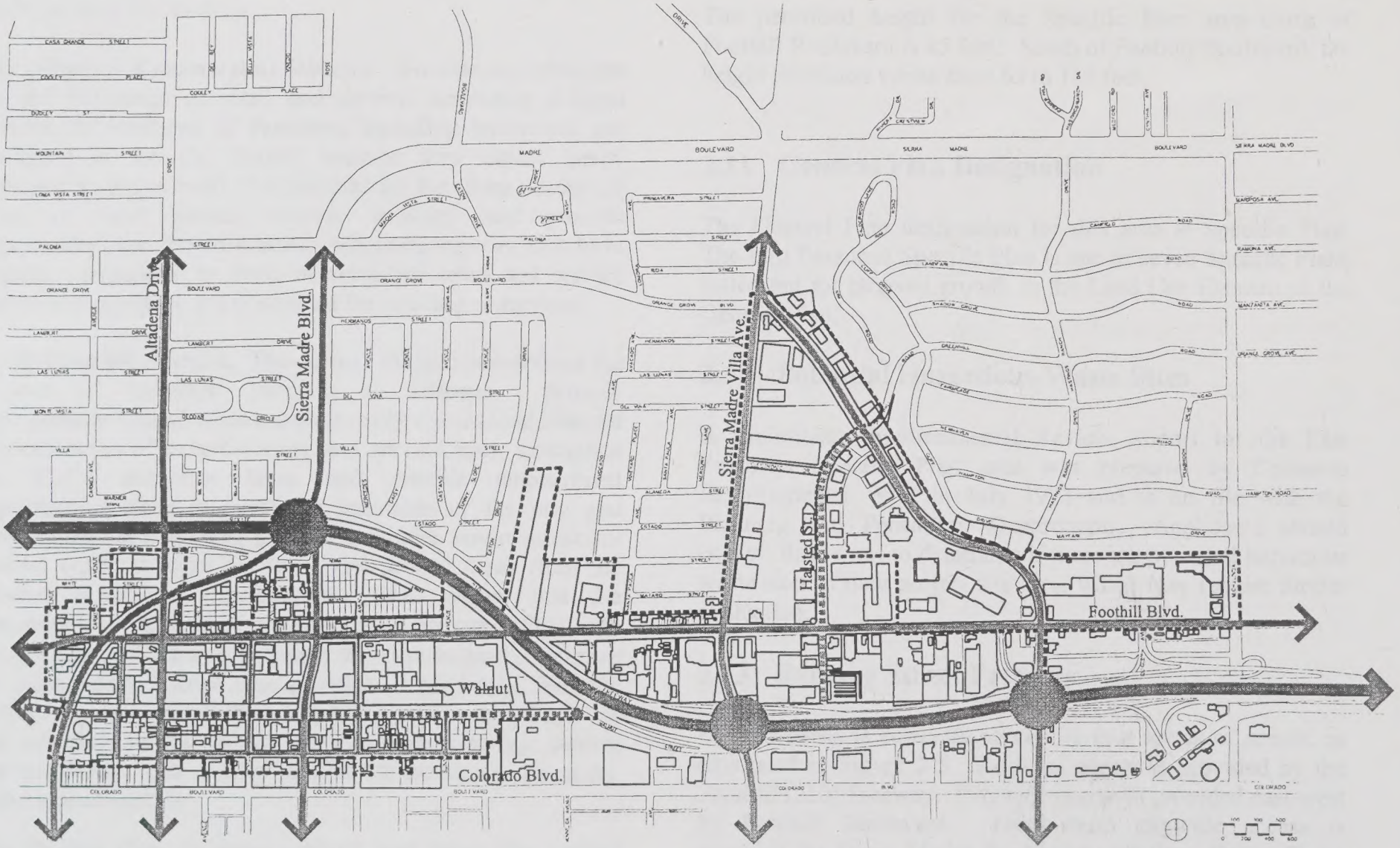


Figure 2-5.
Existing Street Patterns

3.0 LAND USE STRATEGY AND URBAN DESIGN CONCEPT

3.0 LAND USE STRATEGY AND URBAN DESIGN CONCEPT

3.1 The East Pasadena Vision

3.1.1 General Plan

The Land Use and Mobility Elements of the General Plan were adopted by the City Council in May 1994. As an implementation strategy, the General Plan Land Use Element included the development of seven specific plans. The East Pasadena Specific Plan was one of the specific plans to be developed. From the goals, policies and objectives contained in the General Plan comes the city's vision for the specific plan area and the underlying assumptions used in developing the East Pasadena Specific Plan.

The General Plan defines the direction of future development of the East Pasadena Specific Plan as follows:

The specific plan will focus on providing additional employment opportunities for the City by facilitating expansion of existing businesses and development of new businesses. It consists of industrial and retail areas on both side of the 210 Freeway. The three areas, which comprise the specific plan, are described below:

d1. East Foothill Industrial District

In this area, the Specific Plan will encourage the area's continued use as an industrial district with moderate amounts of additional office and commercial development. The Specific Plan will facilitate transit-oriented development near the proposed light rail station at Sierra Madre Villa and the 210 freeway. The completed San Gabriel Redevelopment Project Area is within the boundaries of this subarea.

Total New Housing Units = 0
Total New Non-Residential Square Footage = 890,000

Industrial	=	*700,000 SF*
General Commercial	=	*140,000 SF*
Institutional (including childcare)	=	*50,000 SF*

d2. Foothill, Rosemead, Sierra Madre Villa

In this area, the Specific Plan will encourage additional industrial and office development with a limited amount of supporting retail/commercial development. Childcare to support employees should be encouraged. The use of the Pasadena Unified School District's property on Foothill Boulevard (formerly the Continuation School) for either institutional/educational or commercial/industrial use will be encouraged. The adjacent city-owned property to the east, which is not deed-restricted for open space and the Edison right-of-way, could be used as parking to support the development of the PUSD property.

During the Specific Plan process this area may be considered for retail development such as discount stores with a conditional use permit. Traffic impacts on the surrounding neighborhood and the feasibility of industrial and environmental park uses will also be addressed during the

specific plan process. Until completion of the Specific Plan, discount retail/big box will not be considered in this area.

Transit-oriented development will be encouraged around the proposed light rail station at Sierra Madre Villa and the 210 freeway.

Manufacturing and offices are encouraged in the Foothill, Rosemead, and Sierra Madre Villa Boulevard area and protecting the existing industrial uses in the area. An environmental park may be established in this area. An environmental park is a specialized type of Business Park, which focuses on land uses, which are intended to provide for the development of products and technologies to improve the quality of the environment. During the development of the Specific Plan, incentives to encourage environmental park uses will be identified. The range of uses permitted in an environmental park would include research and development, light manufacturing, and engineering laboratories. Supportive uses such as professional offices, small scale eating establishments, and childcare facilities will provide needed services to employees of the immediate area.

Total New Housing Units = 400
(300 at or near the light rail station)
Total New Non-Residential Square Footage = 1,175,000

Industrial	=	*500,000 SF*
General Commercial	=	*600,000 SF*
Institutional (including childcare)	=	*75,000 SF*

During the preparation of the specific plan, movement from one category to another within a specific plan area or strategy area will be allowed if necessary to implement the goals of the specific plan. These shifts are called "the flexibility factor." These shifts may require an amendment or a supplement to the General Plan. Under no circumstances will there be a shift from one specific plan to another. This process will be done through a noticed public hearing before the Planning Commission.

In contrast to other Specific Plan areas, the "flexibility factor" for this area will be 50% , rather than 25%. This means that any category within the Sub-area d2 can be increased by 50% by borrowing from one non-residential category to another non-residential category, i.e., from General Commercial to Industrial, however, the total square footage is not changed.

d3. Hastings Ranch Foothill Rosemead Shopping Center Areas

In this area, the emphasis will be on enhancing the existing retail development and improving pedestrian access between separate shopping areas. Transit oriented development will be encouraged in this area. Prior to adoption of the specific plan, any proposals to expand the existing retail centers will provide for significant landscaping improvements to the parking lots.

Total New Housing Units	=	*0*
Total New Non-Residential square footage	=	*35,000*
General Commercial	=	*35,000*

3.1.2 Land Use/Urban Design Concept

The vision for East Pasadena is of an economically viable and attractive environment with a full range of mobility options – auto, light rail, bus, bicycle and pedestrian. To achieve this vision, the Specific Plan proposes the Land Use/Urban Design Concept illustrated in Figure 3.1. The essence of the concept is to maximize the potential economic, aesthetic and mobility benefits of an integrated program of investments in the Public and Private Realms.

Pasadena intends to restore the economic viability of East Pasadena by coordinating with PBLCA to implement mobility improvements that will maximize the short and long-term potentials for private investment in a variety of retail, mixed use, entertainment, residential and office development projects which:

- Serve the needs of the East Pasadena neighborhoods
- Strengthens the City's tax and employment base
- Respond to short-term opportunities for retail and entertainment uses
- Prepare for longer-range, technologically-oriented office space which takes advantage of future light rail access
- Support the future ridership of the Blue Line through location of residential and office uses within walking distance of the station
- Stimulate the start-up of new businesses in the industrial corridor through linkages to the Light Rail station via shuttle bus, bicycle and pedestrian connections.

Pasadena intends to upgrade the visual aesthetics of East Pasadena by creating Mobility Corridors (some of which are called for in the General Plan) that not only make multi-modal auto, bus bicycle and pedestrian connections to the station but are also attractive public spaces and places.

The elements of the Multimodal Access Corridors and their connections are:

- The east-west, Walnut-Foothill Corridor, which connects the Mixed Use District and the Industrial District with the light rail station and the other districts of East Pasadena
- The north-south, Halstead Corridor which connects the Mixed Use and with the light rail station
- The east-west pedestrian links to both the Halstead Multimodal Access Corridor and the light Rail Station
- The Transit Plaza which is the interface between the Multimodal Access Corridors and the light rail station

The functioning and design of the Public and Private Realms are described in the Design Guidelines of Chapters 4, 5 and 6.

3.2 LAND USE STRATEGY

The City of Pasadena, as well as the region is benefiting from the economic restructuring in this country. The areas within the Specific Plan are particularly sensitive to this restructuring as well as pressure for development of some of its underutilized parcels. This pressure comes from the existing property owners' wishing to improve and expand their properties, as well as developers and companies wishing to locate in the city.

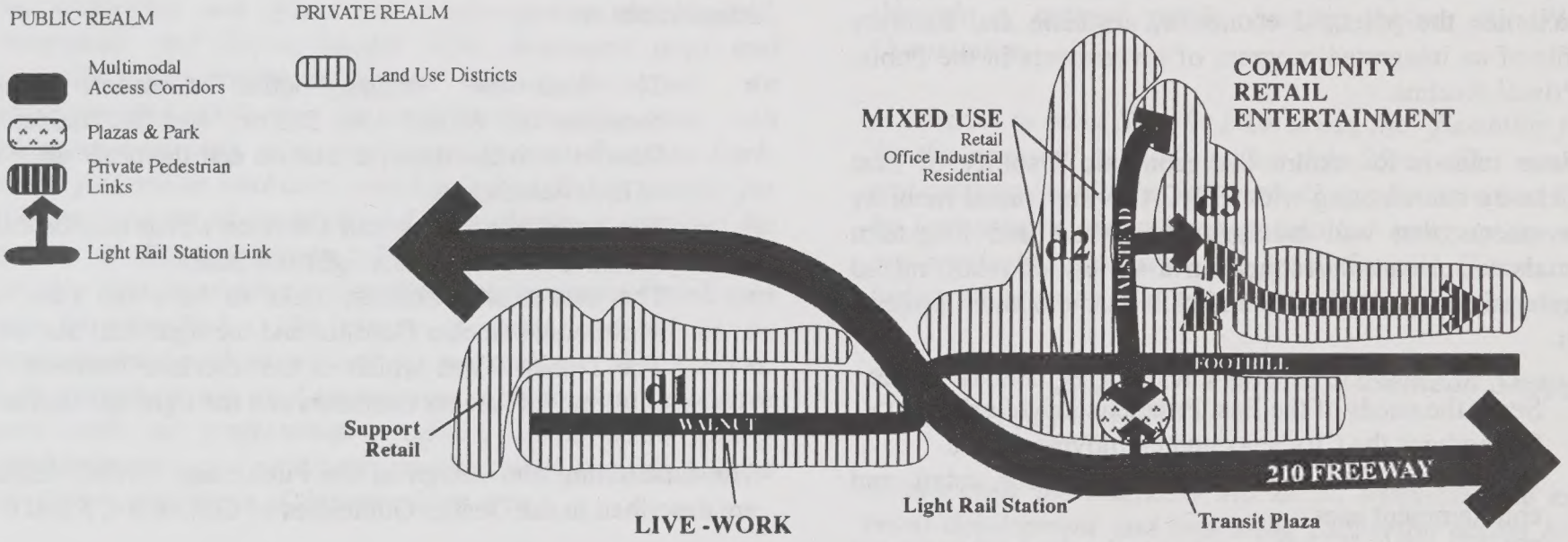


Figure 3-1.
Land Use and Urban Design Concept

Sites or parcels in Subarea d2 will continue to feel pressure for new development in the near future. These are some of the largest sites in the city. How these sites are developed and the types of uses that are permitted on those sites will have a significant impact on the community for many years.

The future development of East Pasadena must balance the community needs of residents with businesses and commercial property owners. It is the community's desire that the quality of life in terms of air quality, traffic, safety, and sense of community or place that exists today in East Pasadena be preserved for all people who live and work in the area. However, it is also important to recognize that if the existing businesses do not have the opportunity to grow and expand, the quality jobs that are needed to sustain a "good quality of life" for all residents of Pasadena many not stay in Pasadena. East Pasadena's history is rich with jobs on the cutting edge of technology. Incentives need to be created to encourage new businesses to come to the City, or to create the synergy required for growth and sustainability as is the case for Caltech, the Jet Propulsion Laboratory and Huntington Hospital and other technology-based industries.

The East Pasadena Specific Plan differs from the General Plan in several ways, in that many of the issues that were important or under discussion at the time of the development of the General Plan have been addressed or the nature of the issue has changed. At the time the General Plan was developed, 1,000,000 square feet of vacant industrial building space was available in the eastern Pasadena area. This area also included space where Earthlink is located on New York Drive, not just the Specific Plan area. Economic studies at that time indicated that the most viable option for the land in the Specific Plan area was retail uses.

According to the economic study prepared for the Specific Plan by ERA, in 1998, the industrial market in Pasadena had a less than one-percent vacancy rate and the asking rents seemed to be on the higher end of the spectrum. This was partly due to proximity to Caltech, JPL and other well-established research-oriented facilities, as well as good freeway orientation and access to other locations in Los Angeles County.

When the General Plan was written, the Kodak/DataTape Company was still located on Sierra Madre villa. Kodak/DataTape was sold, the buildings were demolished and the Hastings Village shopping center was constructed on the site. Also, when the General Plan was conceived, the Pasadena Continuing Education facility had not been fully realized and today the buildings have been completed and occupied.

The former Xerox/Loral Company moved to Pomona, and the site was mostly vacant with some space being utilized by the American Academy of Dramatic Arts. Currently, the building is being rehabilitated into a corporate office park rather than an environmental park as was envisioned in the General Plan.

The Transit Station is reality with the transfer of construction leadership of the rail line and adjoining properties to the Pasadena Blue Line Construction Authority. The station site is the location of the former Stuart Company Building. The PBLCA chose Sierra Madre Villa Technology Partners for the joint development.

According to the Economics Research Associates (ERA) study, retail uses are still in demand. Based on their forecast for the year 2003, if there was no retail space built between now and

then, there would be a demand for 682,000 square feet of retail space within the vicinity of East Pasadena Specific Plan area.

During the past several years, a land use that has been emerging throughout the city is "self-storage." The city has seen a demand for parcels for new construction of this use, primarily in eastern Pasadena. The development sites face Colorado Boulevard with retail sales of boxes and supplies, and the storage facilities are located in the rear on industrial zoned parcels. Currently, a project is proposed in both the East Pasadena and East Colorado Specific Plans. A moratorium on self-storage facilities was recently passed by the City Council.

On September 13, 1999, the City council approved the expansion of the Pasadena Enterprise Zone to include areas in East Pasadena (Figure 3-2). Pursuant to the State Enterprise Zone Act, an eligible expansion area must be zoned for commercial and manufacturing use. The purpose of the expansion will provide additional opportunities to utilize State tax incentives and to create a larger pool of businesses that obtain State benefits for hiring residents from the Northwest area of Pasadena. The enterprise zone will complement the strategies for the commercial and manufacturing areas by providing a business development component to encourage the retention, expansion and attraction of businesses that create job opportunities.

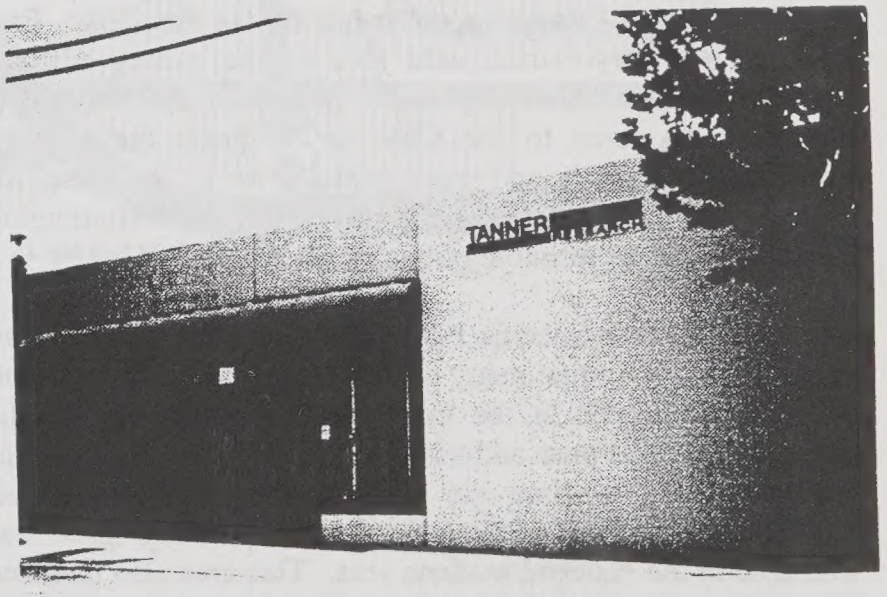
The Zoning Code is currently being updated and revised. In order to accomplish the goals of the Specific Plan, the Plan is recommending that the revised code include the land use classifications included in the Specific Plan.

Based on changes that have occurred in the built form, and economic studies prepared for this Plan, this chapter discusses the strategy for each subarea. Following the discussion on each subarea is a set of Strategies and Recommendations for that subarea.

3.2.1 Subarea d1 – Foothill Industrial District

3.2.1.1 Developing Trends

During the past several years, new research and development companies, such as Tanner Research, Inc and Cyrano Sciences, Inc., Microstamp, and DSS Software Service etc. have been moving into the area and filling vacant office and industrial space.



Tanner Research and other research and development companies are moving into the area.

This area, as well as most of Walnut Street west of the Specific Plan area, is also a niche for auto repair. Other new development that occurred here was the construction of Pacific Brass, a plumbing supply company, which replaced a veterinary clinic.

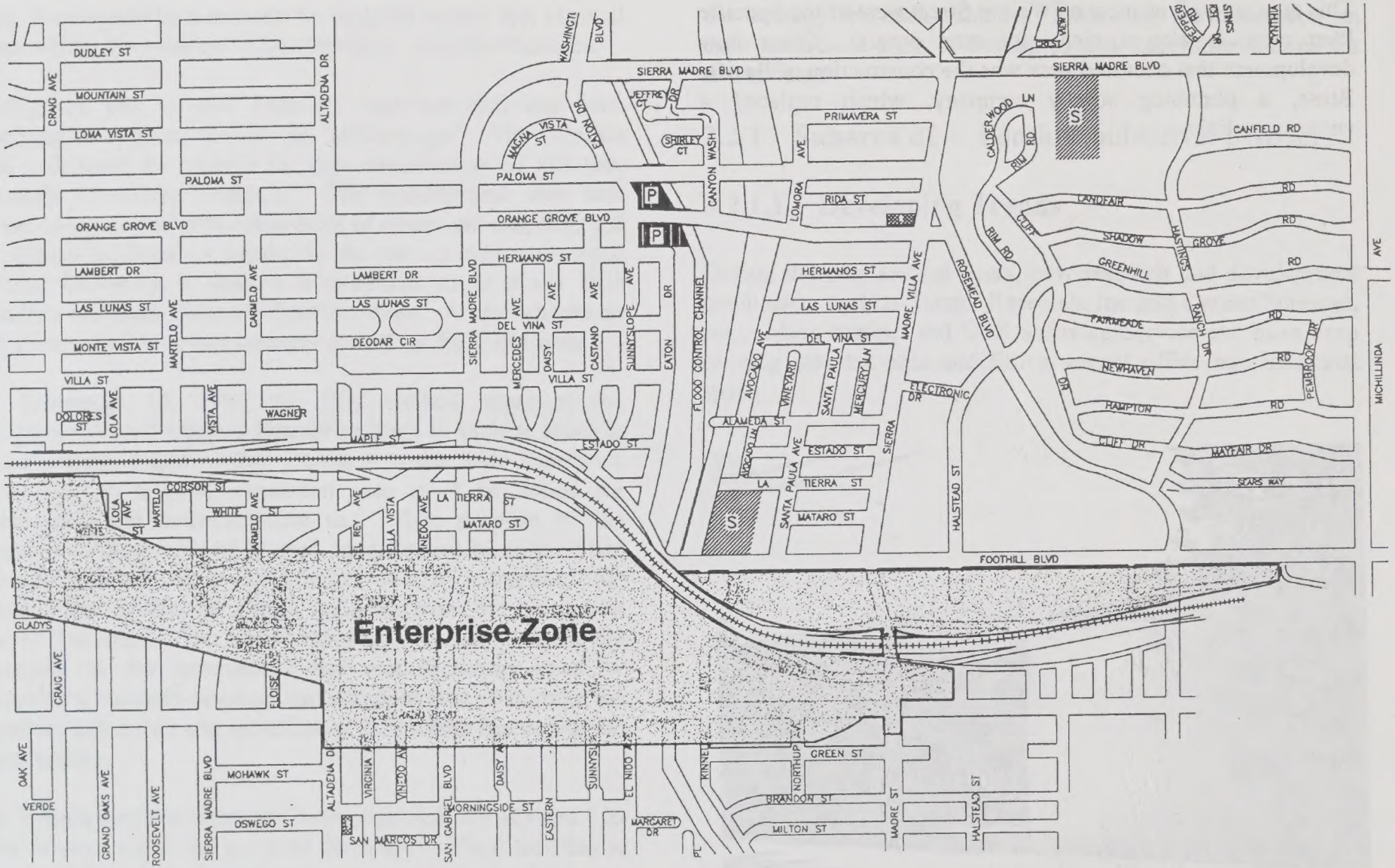


Figure 3-2.
Enterprise Zone in East Pasadena

One of the assets to development is the MTA abandoned right-of-way. This strip of land is 60-feet wide and a little over one-half mile long. Some of the land has already been sold to adjacent property owners such as Avon, Greene Trust, and with the City, the Pasadena Blue Line Construction Authority (PBLCA), and the AT&SF (Catellus). Currently, the remaining properties are in negotiations to be sold.

A major concern expressed by the property owners is that parking is limited for existing and potential new businesses. Large trucks currently park on the abandoned right-of-way as well as cars from auto repair shops. This lack of parking, as well as the unattractive look of the area, may inhibit the attraction of new office and R&D types of businesses that expect a more attractive employment environment.

Along Walnut Street large trucks and cars from the auto body shop park on the abandoned right-of-way of Walnut Street.

One of the constraints for development in this area is that the lot sizes are predominately small, particularly those south of Walnut Street with the exception of the Avon manufacturing site that spans Foothill Boulevard and Walnut Street. Another constraint is that Walnut Street is one of the few industrial zoned areas in Pasadena and surrounding cities that permits auto repair. For example, San Marino does not permit auto repair. East Pasadena is a significant employment center for auto-related businesses for the city as a whole.

One of the opportunities that will assist the development of this area is that industrial space is in high demand in Pasadena. Current lease rates are higher than in neighboring communities, in part because there is a smaller inventory of available space and a resulting lower vacancy rate. Therefore, attainable industrial space within Sub-area d1 should be viewed as a community asset. The area is a resource for startup small businesses and entrepreneurial efforts. The area has good freeway access, and is close to services, Caltech, and similar emerging companies.

3.2.1.2 Community Vision

Based on the industrial uses in this subarea, and the recent resurgence in research and development industries in southern California including Pasadena, the intent of this district is to retain its existing industrial base and encourage new research and development uses.

The community would like to see this area retain the IG (Industrial) zoning and encourage more Research and Development, and new technology based companies to locate in the area. In order to encourage existing businesses to stay and to avoid discouraging new start up businesses with low

capital from locating in the area, while still improving the area to attract new business, the Specific Plan recommends minimal development standards, such as improved landscaping. Chapters 4.0 and 6.0 address development standards for the Public and Private Realms.

3.2.1.3 Housing

For the past several years, members of the artist community have expressed an interest in seeing some of the local industrial buildings transformed into live/work space as has been occurring in other parts of Los Angeles.

The General Plan did not recommend housing in Subarea d1. Therefore to accommodate live/work opportunities in the area, the General Plan should be amended to allow 100 units to be developed, either through new construction or tenant improvements to existing buildings. In addition, a use definition for live/work does not currently exist in the Zoning Code. The Zoning Code is currently being updated and the revision will address this issue. Also, when the City-wide program for inclusionary zoning is approved it will apply to new multi-family and mixed use residential projects in the Specific Plan area.

3.2.1.4 Street/Circulation Network

The extension of Kinneloa Street under the 210 Freeway to Titley Avenue and the extension of Walnut Street from Sunnyslope Avenue to Kinneloa is considered an important part of the circulation system for East Pasadena. Circulation issues are discussed in more detail in Chapter 7.0.

3.2.1.5 Floor Area Ratios (FARs)

Because of the small lot sizes in Subarea d1, no FARs were applied to this area.

3.2.1.6 Parking

The lack of parking in this district available for customers, as well as employees, is reflected in the disjointed parking arrangements that currently exist. The Specific Plan recognizes that an opportunity exists on the abandoned railroad right-of-way along the north side of Walnut Street to develop one or two parking structures to serve Subarea d1. These parking structures would require the cooperation of the Pasadena Blue Line Construction Authority, the City – if the Walnut right-of-way is involved – and the property owners in the area.

3.2.1.7 Strategies and Recommendations

The following is a list of Strategies and Recommendations to implement the vision outlined for Subarea d1.

- Continue to support and protect industrial uses and provide opportunities for start-up of new businesses and accommodate expansions of these businesses, including biomedical and technology based industries.
- Include a new land use classification for Research & Development as part of the Zoning Code update.
- Work with the Housing & Development Department as needed to implement the Enterprise Zone.
- Develop site development standards for automobile repair shops, including landscaping to enhance the

appearance of the buildings as recommended in Chapter 5.0

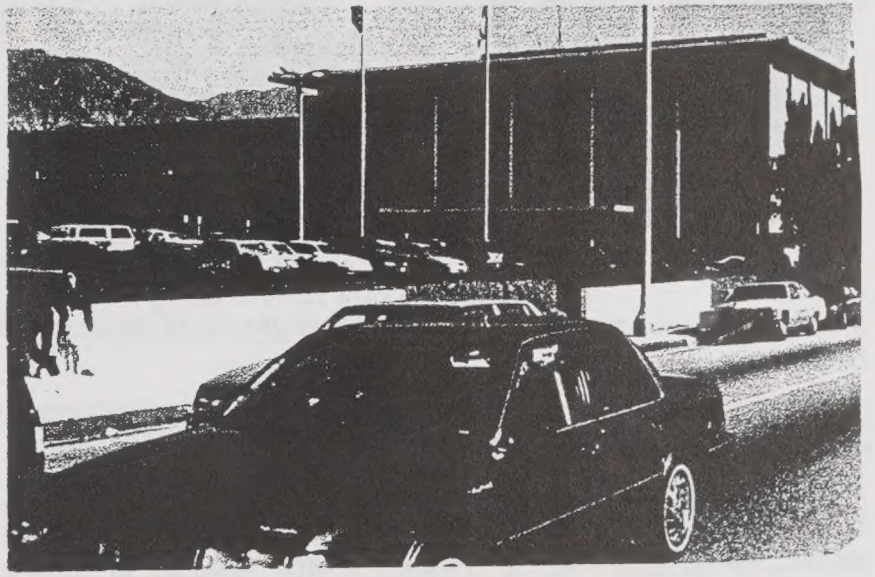
- Encourage two-story parking garage(s), be constructed in the abandoned right-of-way on Walnut Street to provide parking for existing and future businesses.
- Include a new land use category for Live/Work Housing as part of the Zoning Code update.
- Amend the General Plan to be consistent with the Specific Plan, recommendation of 100 housing units to accommodate Live/Work space.
- Connect Walnut Street to Kinneloa Street.
- Improve Walnut Street with curbs, gutters, sidewalks and landscaping.
- Continue support of the Kinneloa Street connection.

3.2.2 Subarea d2 – Foothill, Rosemead, Sierra Madre Villa

3.2.2.1 Developing Trends

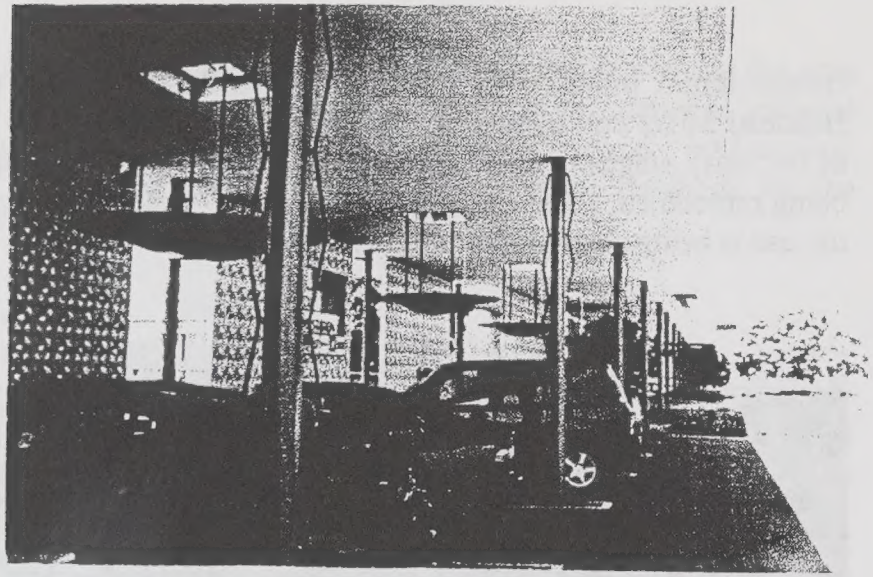
Since the adoption of the Land Use Element of the General Plan, this area has experienced dramatic change. It is expected that the area will change the most in the future due to the large parcels south of Foothill Boulevard.

Projects that have been built and have changed the built form of this area are: Pasadena City College's Continuing Education facility; the Hastings Village commercial project which replaced the demolished Datatape buildings; Roger Engemann & Associates added a second building and parking garage to its existing office facility; and a Carl's Jr. was constructed on the southeast corner of Rosemead Boulevard and Halstead Street. In addition, the first phase of a residential condominium project was built on the northwest corner of Halstead Street and Rosemead Boulevard; the second phase is in the early stages of development. The Xerox buildings are being remodeled, additional square footage is being added, and the use is being changed from Industrial to Office.



The Xerox/Loral site occupies a prominent location in East Pasadena on Foothill Boulevard opposite the proposed transit station.

It is anticipated that most of the potential new development will occur south of Foothill Boulevard.



The Stuart Pharmaceutical building is located on the site of the proposed Transit Station.

3.2.2.2 Community Vision

With the demolition of the Datatape buildings, and the loss of research and technology-based jobs associated with that use, the residential community keenly felt the loss of those businesses that historically located in East Pasadena. Replacing Datatape, is the Hastings Village Shopping Center

The community's vision for this area is to rejuvenate the historical direction of this area by encouraging research and technology-based jobs. However, the parcels located south of Foothill Boulevard are some of the most desirable (and largest) parcels in the city and the value of the land (per square foot) is high. Because of these factors there will be market competing pressure for the land to be developed into commercial uses.

Hastings Village

3.2.2.3 Height

The East Pasadena community is concerned about view impacts to the mountains as well as overall impacts from height. In order to accomplish one of the major goals of the Specific Plan, which is to encourage high tech/Research & Development businesses providing quality jobs to the community, is to meet these businesses needs for a greater separation of floor to ceiling height. Therefore, the Specific Plan establishes the height in the IG and CG zones south of Foothill Boulevard to the eastern city boundary be 60 feet except for the Joint Development site for the Sierra Madre Villa Light Rail Station. where 85 is permitted. See Chapter 5.0 Design Guidelines for the Light Rail Station for a detailed discussion. For the area west of the 210 Freeway to the western boundary of the Specific Plan the IG will be 60 feet and the CL, CG, CO remain the same as existing zoning.

The Stuart Company Building was listed on the National Register of Historic Places in 1998. Preservation of of the Stuart Building is considered important assets to the city, and to the community character of East Pasadena. See Chapter 5.0 Design Guidelines for the Light Rail Station for a detailed discussion

The topography of this area slopes in a north to south direction with a decreasing slope of around 17 feet from Foothill Boulevard to the 210 Freeway. In order to maintain a consistent level of height, height for this area will be measured at Foothill Boulevard.

3.2.2.4 Transit-Oriented Development

The Pasadena Blue Line Construction Authority plans to construct the Sierra Madre Villa Transit Station south of Foothill Boulevard between Sierra Madre Villa Boulevard and Halstead Street.

The Center of Livable Communities (A Local Government Commission Initiative) prepared a Resource Guidebook for Local Officials on "Building Livable Communities: The Transit Stop Opportunity". The Guidebook states:

"There are many ways in which the design of new or redeveloped areas can encourage greater use of public transportation. .... In addition to helping attain regional goals of congestion management and pollution control, transit-oriented communities can be more desirable places to live. This is because they allow their residents a diversity of travel options, thereby reducing the dependence on any one way of getting around. As regional regulations on the automobile become more stringent, the value of communities that foster walking and the use of transit will rise.....

Ten principles for developing more transit-oriented communities are as follows:

1. *Create a pedestrian-friendly environment.*
2. *Make pedestrian facilities a priority.*
3. *Design building sites to serve many uses.*
4. *Encourage a mixture of land uses.*
5. *Provide appropriate densities.*
6. *Interconnect the street system.*
7. *Narrow the neighborhood streets.*
8. *Be cautious of major streets.*
9. *Integrate transit into the community.*
10. *Consider transit linkage in advance."*

According to the General Plan, development near the light rail station is to be transit-oriented. Five criteria that represent General Plan policies shall be used in determining whether projects near the station are transit-oriented. Any project within, or partially within, a radius of **one quarter mile** from the light rail boarding area must be determined by the decision-maker to **be transit-oriented development** according to all five criteria, in order for the project to be found consistent with the General Plan. The criteria shall also be applied to projects within, or partially within, a radius of **one half mile**, as guides for appropriate conditions of approval, though projects between one quarter and one half mile will not require a determination that they are **transit-oriented development.**

The five criteria for determining whether development is transit-oriented are:

- **Concentrates development near a transit station**

  Transit-oriented development (TOD) involves the area within a radius from a transit station ranging from one quarter mile up to approximately one half mile, depending on the context.

  Transit-oriented development will be more intense, in general, than other development in the city.

- **Is a use or mix of uses that encourages transit use**

  The mix of uses in a TOD will depend on, and support, transit use more than the use mixes that are appropriate for non-TOD area. In general, uses that are transit-oriented are: (1) daily destinations, such as housing and workplaces; (2) secondary destinations, such as convenient shopping, service retail, and other commercial uses for transit riders; and (3) frequent destinations for those using transit.

- **Site plan enhances access to transit**

  The placement of various uses, parking, and walkways can enhance or discourage pedestrian access to transit stations. TOD is designed to make pedestrian trips to the transit station as attractive as possible, so transit ridership is increased.

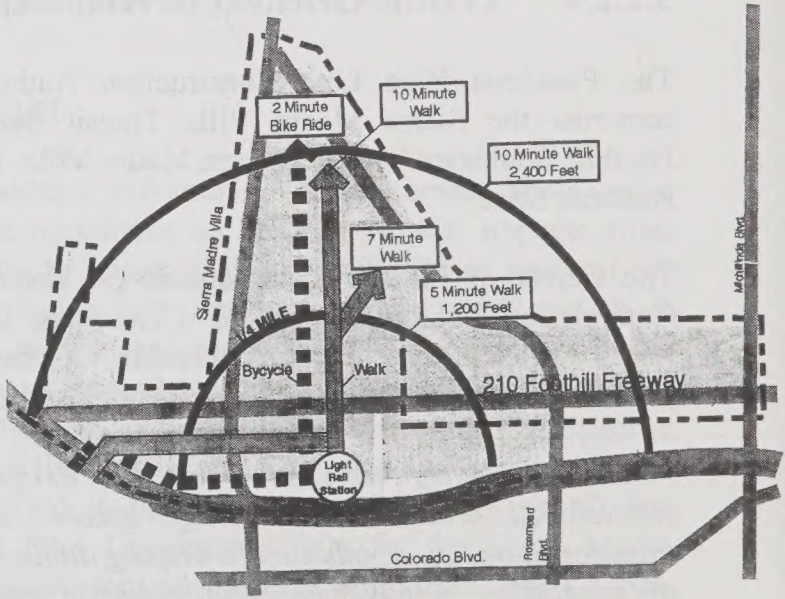
  Transit-oriented development encourages a shift from use of automobiles to use of transit, by making it easier for people to accomplish regular activities without a car.

- **Encourages pedestrian activity**

  Easy and pleasant pedestrian access near the transit station increases the probability that people will use transit rather than their automobiles.

- **Reduces dependence on automobiles**

  Transit-oriented development encourages a shift from use of automobiles to use of transit, by making it easier for people to accomplish regular activities without a car.



Areas within one-fourth mile from the proposed light rail station.

Because East Pasadena is a built-out community with an established pedestrian and street network, and with existing, recent and established commercial and industrial land uses, some of these principles do not apply, i.e., narrowing of neighborhood streets. However, Chapters 4.0 – Public Realm Design Standards and Guidelines; 5.0 – Design Guidelines for the Transit Station Site; 6.0 – Private Realm Development Standards and Guidelines; and 7.0 – Mobility include some of these strategies as they apply to East Pasadena.

3.2.2.5 Floor Area Ratios (FARs)

In order to permit maximum development for each parcel, and to encourage development of a Transit-Oriented District around the Light Rail Station, FARs were established for this subarea. For the areas zoned CG (General Commercial) around the Light Rail Transit Station, the FAR is set at a higher FAR than parcels located away from the station in order to:

- Preserve the significant portions of the Stuart Building; and
- Provide mixed-use development (retail, housing and commercial) to complement and enhance the use of the transit station.

The maximum FAR permitted on the transit site is 2.0 averaged over the entire site. In order to encourage transit-oriented development and to encourage preservation of the significant elements of the Stuart Company Building a shift in square feet from Industrial to General Commercial is required. Therefore, this shift from Industrial to General Commercial is a recommended strategy.

3.2.2.6 Housing

The General Plan allocated 400 housing units in Subarea d2 and the Specific Plan recommends the same amount.

Currently, there are two locations in the City that have discussed or approved housing near light rail stations. The final report for the Pasadena Transportation Center at the Del Mar Light Rail Station recommended 60 dwelling units per acre (du/acre). The Trammell Crow Residential project on Walnut Street and Hudson Avenue near the Lake Avenue Light Rail Station is being developed at 87 du/acre.

Housing at or near the Sierra Madre Villa Light Rail Station and the surrounding area would be an asset to the station and to the East Pasadena community. However, due to the suburban nature of the community, the density of the housing units should be less dense than as that prescribed for the other stations that are located in the Central District. Multi-family residential is permitted in all CO and CG areas north of Foothill Boulevard at 32 to 48 dwelling units per acre and shall comply with the RM development standards contained in Chapter 17.24 - City of Gardens. South of Foothill Boulevard at or near the Sierra Madre Villa Light Rail station could be 60 units per acre. Residential development which is at a density greater than 48 units per acre shall comply with the RM (URBAN) development standards contained in Chapter 17.26.

3.2.2.7 Strategies and Recommendations

The following is a list of Strategies and Recommendations to implement the vision outlined for Subarea d2:

- Recommend a zone change from IG to CG for parcels located immediately east and west of the Sierra Madre Villa Transit Station to provide opportunities for the development of more office space.
- Recommend housing be added as a permitted use in the IG and CG zoning districts in the revised Zoning Code update.
- Continue to support and protect industrial uses and provide opportunities for start-up of new businesses, including research and development based industries.
- Allow for up to 167,493 square feet of new retail development.
- Prohibit "Big Box" Retail which is generally not a transit supportive use, nor ancillary to industrial uses.
- Include a new land use classification for Research & Development as part of the Zoning Code update.
- Support strategies to implement Transit-Oriented Development around the light rail station.
- Provide incentives to preserve the significant portions of the Stuart Company Building.
- Establish Floor-Area-Ratio for the area based on potential development of parcels.

3.2.3 Subarea d3 – Hastings Ranch/Foothill-Rosemead Shopping Center Areas

3.2.3.1 Developing Trends

In recent years, several buildings in this subarea have been remodeled and new buildings and businesses have been added. The former Ralph's Grocery (now Whole Foods) store was expanded, a Starbucks, Carl's Jr. and the shopping center where Ralph's is now located, added a small amount of square feet. The new construction for this area totaled 18,324 square feet.

Currently, there are discussions to make some changes to the area around the Pacific Theaters and Ralph's Market. For the area around Ralph's, there is a proposal to add square footage buildings in the complex, and add a 3,000 square foot freestanding pad. It is anticipated that there will be more renovation, remodeling or expansion of existing buildings in this area than is known at this time.

This area was developed during the 1950s and 1960s, and the parking lots lack landscaping. With new construction or significant remodeling of buildings, increased landscaping will be required based on current zoning code requirements.

3.2.3.2 Community Vision

The residential and business community vision for this area is to continue use of the area as retail that serves the needs of the local community, and to improve the appearance of the shopping centers including upgrading parking lot landscaping. The proposed plans currently being discussed by the commercial property owners are expansions to existing businesses to make them competitive in their respective industries.

3.2.3.3 General Plan Issues

The General Plan permitted 35,000 square feet of new commercial construction in this subarea. With the new construction, only 16,676 square feet remain for future development. With the known proposed expansions, and anticipation that there may be other property owners that wish to expand their businesses, the amount of square feet adopted in the Land Use Element of the General Plan for this area is raised to 60,100 square feet to accommodate this evolution in development.

3.2.3.4 Strategies and Recommendations

The following is a list of Strategies and Recommendations to implement the vision outlined for Subarea d3:

- Continue to support retail uses in this subarea, which serve the needs of the local residents.
- Amend the General Plan to raise the amount of new non-residential development from 35,000 to 60,100 square feet.
- Require property owners to adhere to the new requirements of the City's landscaping codes and new sign ordinances and design guidelines outlined in Chapter 6.0 as new construction occurs.

3.2.4 Development Potential

Table 3-1 illustrates the land use allocations for Subareas d1, d2 and d3 of the Specific Plan area and the General Plan. These allocations for the Specific Plan were established by:

- An initial framework of total space and residential units allowed in the May 16, 1994 General Plan.
- Results of the market analysis prepared in January 1999.
- Inputs from the previous Specific Plan workshop and the East Pasadena Steering Committee.

3.2.5 Reduced Development

The General Plan allocated 2,100,000 square feet of net new development for the East Pasadena Specific Plan. Throughout the process of developing the Specific Plan, issues were raised about the amount of growth - net new as well as ambient growth. The traffic analysis prepared for the Specific Plan analyzed a 1.5% ambient growth for the city as well as surrounding areas. Included in the traffic analysis as part of the city wide circulation system was the consideration of the completion of the three roadway extensions - Kinneloa, Walnut and Maple Streets. These extensions were specifically not addressed as mitigation measures. The Kinneloa extension is listed in the city's capital improvement program and Walnut Street is listed in the CIP under the East Pasadena Specific Plan.

Because future levels of traffic are a major concern, the Specific Plan establishes an interim limit of 1,357,455 square feet of net new non-residential development and 235 residential units. Development exceeding this interim limit will be allowed only if Kinneloa and Walnut Streets are extended. Although, Maple Street extension is currently included in the Mobility Element, the Public Works & Transportation Department will determine during the current update of the Mobility Element whether the extension is sufficiently beneficial to warrant its cost. In any case, development shall not exceed to 2.1 million of net new residential floor area as

allocated in the General Plan and 500 dwelling units as provided in the Specific Plan. The Interim Limited for Development for each sub-area is shown in Table 3.1.

Taking into consideration the potential for new development necessary to implement the vision of the Specific Plan, 1,357,455 square feet and 235 dwelling units were established as the reduced amount of total new development that will be initially allowed in the specific plan area.

Table 3.1
Land Use Alternatives - General Plan, Specific Plan, Interim Limited Development

Land Use Designation	General Plan		Specific Plan		Interim Limited Development	
	Square Feet	Units	Square Feet	Units	Square Feet	Units
Sub-Area d1						
General Commercial	140,000		140,000		65,800	
Office/R&D	0		70,000		32,900	
Retail	0		70,000		32,900	
Industrial	700,000		700,000		329,000	
Institutional	50,000		50,000		23,500	
Other	0		0		0	
Residential	**0**			**100**		**47**
Subtotal	**890,000**		**890,000**	**100**	**418,300**	**47**
Sub-Area d2						
General Commercial	600,000		970,065		856,527	
Office/R&D	0		802,572		776,061	
Retail	0		167,493		80,466	
Industrial	500,000		174,205		29,733	
Institutional	75,000		5,630		2,648	
Other	0		0		0	
Residential		400		400		188
Subtotals	**1,175,000**	**400**	**1,149,900**	**400**	**888,908**	**188**
Sub-Area d3						
General Commercial	35,000		60,100		50,247	
Office/R&D	0		0		0	
Retail	35,000		60,100		50,247	
Industrial	0		0		0	
Institutional	0		0		0	
Other	0		0		0	
Residential		0		0		0
Subtotals	**35,000**	**0**	**60,100**	**0**	**50,247**	**0**
Sub-Areas d1, d2, & d3						
General Commercial	775,000		1,170,165		972,574	
Office/R&D	170,000		872,572		808,961	
Retail	605,000		297,593		163,613	
Industrial	1,200,000		874,205		358,733	
Institutional	125,000		55,630		26,148	
Other	0		0		0	
Residential		400		500		235
Total Square Feet	**2,100,000**	**400**	**2,100,000**	**500**	**1,357,455**	**235**

4.0 PUBLIC REALM DESIGN STANDARDS AND GUIDELINES

4.0 PUBLIC REALM DESIGN STANDARDS AND GUIDELINES

The Design Guidelines for the Public Realm address the three key elements of the East Pasadena Vision – economic vitality, aesthetic enhancement and improved mobility. The Public Realm Design Guidelines that follow are guided by an Urban Design Framework and emphasize the accommodation of auto, bus, bicycle and pedestrian modes in the multi-modal Access Corridors, as well as the interrelation of the corridors to the Public Realm Parks and Plazas. The Public Realm Design Guidelines also focus on the aesthetics of the Multi-modal Access Corridors. Finally, the Guidelines set a framework for private investments in terms of enhanced accessibility and a more attractive environment.

4.1 Urban Design Framework

Figure 4-1, the Public Realm Urban Design Framework outlines the key elements and is intended to:

- Improve East Pasadena's identity, image, and use through:
  - Improvements to the appearance and use of the existing street system
  - Creation of an aesthetically pleasing and human-scaled pedestrian network linking major destinations
  - Creation of a unified streetscape for the proposed multi-modal transportation corridors leading to the Blue Line Station
  - Creation of new gateways from the east and from the west
  - Provision of public improvements that will act as a catalyst to attract new employment-generating uses in the area

The Design Standards and Guidelines that follow provide design direction for major components of the Urban Design Framework including:

- Streetscape improvements:
  - Street tree palette
  - Walnut Street streetscape and eastern gateway to Subarea d1
  - Foothill Boulevard streetscape and western gateway to East Pasadena
  - Halstead Street streetscape
  - Other mobility corridors and local streets
- Public parks, plazas and parking improvements

4.2 Streetscape Improvements

East Pasadena neighborhoods surrounding the Specific Plan area are extensively landscaped. Many streets are tree-lined, some with attractively landscaped medians with a wide variety of tree species. However, this landscaped character is missing from many of the streets in the Specific Plan area which have been widened over time to carry more traffic without equal consideration for pedestrian movement and an attractive identity. The Specific Plan recognizes that each public right-of-way must incorporate several transportation functions, including vehicular, transit, bicycle, and pedestrian circulation linkages, as well as offering an attractively landscaped streetscape.

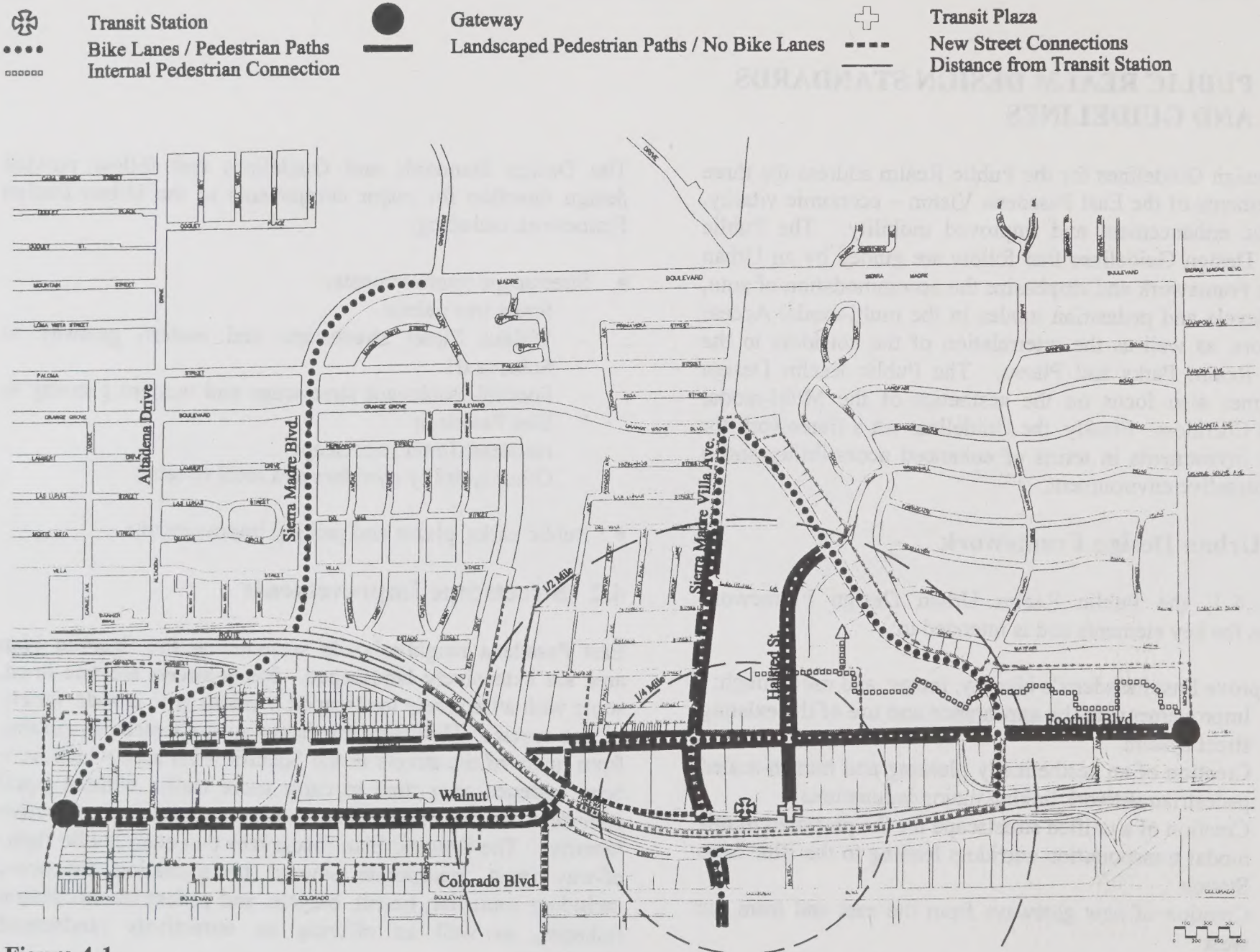
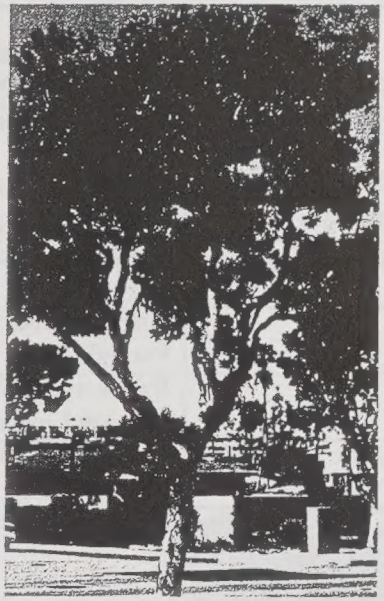


Figure 4-1.
Public Realm Design Framework

The General Plan classifies the function of each street in the City as a mobility corridor or as a local street and also designates bike routes (Table 4.1). The Draft Revised Bicycle Plan is currently being reviewed by Commissions and when the document is approved applicable references will be incorporated into the specific plan.

Street Tree Palette

The City has a Street Tree Inventory which designates certain tree species for various streets. Table 4.1 not only indicates the General Plan designations for the functions of each major street in the East Pasadena Specific Plan area, it also lists city street tree designations and Specific Plan recommendations for street trees.



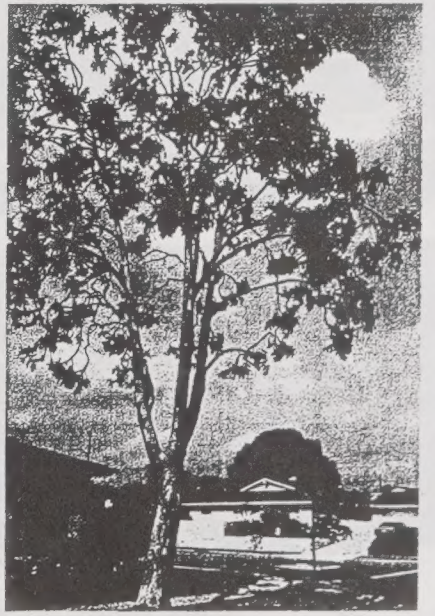


Table 4.1
GENERAL PLAN RECOMMENDATIONS FOR STREET TREES FOR KEY STREETS IN THE EAST PASADENA SPECIFIC PLAN AREA

Street	General Plan	City Street Tree Inventory	1999 Specific Plan Preliminary Recommendations for Street Trees
Sierra Madre Villa Dr.	N/S mobility	Magnolia grandiflora (Southern Magnolia)	Continue existing trees – Magnolia grandiflora (Southern Magnolia); (min. 36" box size)
Sierra Madre Blvd.	N/S mobility	Podocarpus macrophyllus (Yew Pine)	Alternate Yews w/Mexican Fan Palms – 25' Brown Trunk height Yews (min. 36" box size)
Altadena Dr.	N/S mobility	Quercus suber (Cork Oak) - north of Foothill Blvd.	Lagerstroemia indica – (Indian Tribe Crape Myrtle) (min. 36" box size)
San Gabriel Blvd.	N/S mobility	Eriobotrya deflexa (Bronze Loquat)	Eriobotrya deflexa (Bronze Loquat) (min. 24" box size). Melaleuca in median to remain.
Rosemead Blvd.	N/S mobility; truck route	Liquidambar styraciflua (Sweet Gum)	Continue existing trees. Liquidambar styraciflua (min. 36" box size)
Foothill Blvd.	E/W mobility	Quercus ilex (Holly Oak)	From Rosemead to Sierra Madre Villa and from San Gabriel to Vista Ave. – Quercus ilex (Holly Oak; min.36" box size). Alternate between street trees, Washingtonia robusta (Mexican Fan Palms; min. 25' Brown Trunk height). From Sierra Madre Villa to San Gabriel – Ulmus parvifolia (Chinese Elm; min. 36" box size). Alternate between street trees Washingtonia robusta (Mexican Fan Palms; min. 25''Brown Trunk height).
Walnut St.	Truck route	East of Altadena Dr. south side – Eriobotrya deflexa (Bronze Loquat) north side – west of Altadena Dr. – Melaleuca quinquenervia (Cajeput Tree)	On north side – Melaleuca quinquenervia (Cajeput Tree; min. 36" box size). Continue existing trees on south side. Melaleuca quinquenervia (Cajeput Tree; min. 36" box size). In medians, add with flowering decidiuous accent trees (Jacaranda acutifolia jacarandas).
Halstead St.		No designated trees.	Continue existing Magnolia grandiflora (Southern Magnolia); min. 36" box size.

* Draft Bicycle Plan

4.2.2 Walnut Street Streetscape – East Gateway to Subarea d1

Walnut Street, identified as key component of the Multi-modal Access Corridor in the vision, is envisioned as a major catalyst for attracting and retaining new industrial, high-tech, biotech, and professional businesses by changing the overall aesthetic quality and accessibility of Subarea d1. Currently, Walnut Street typically has an 80-ft right-of-way, is unimproved on the north side, and has a 60-ft abandoned rail right-of-way parallel to the public right on the north (Figure 4-2).

Figure 4-3 illustrates the typical cross-section for Walnut Street and Figures 4-4 and 4-5 illustrate a two-block area showing the proposed location of street trees and the proposed connection to Foothill Boulevard and Kinneloa Avenue discussed in further detail in the Mobility section.

Photos of Walnut Street Today

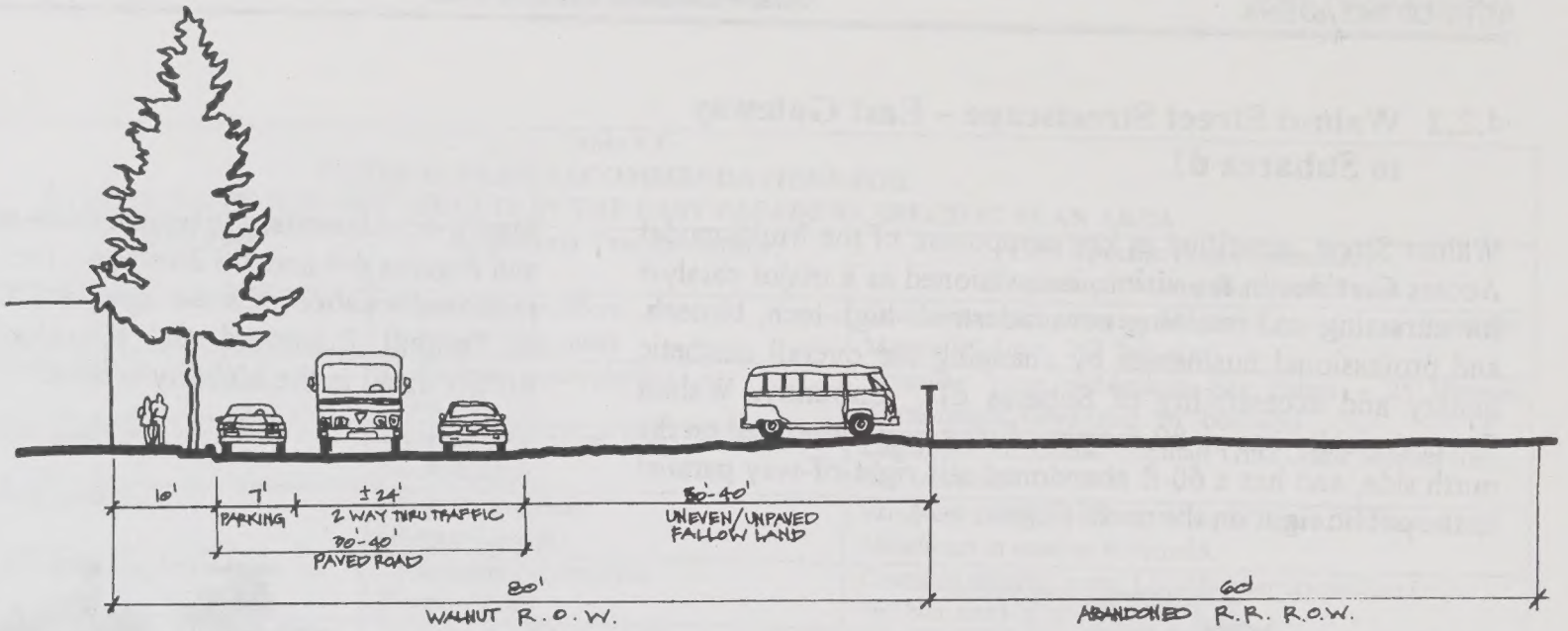


Figure 4-2.
Existing
Walnut Street

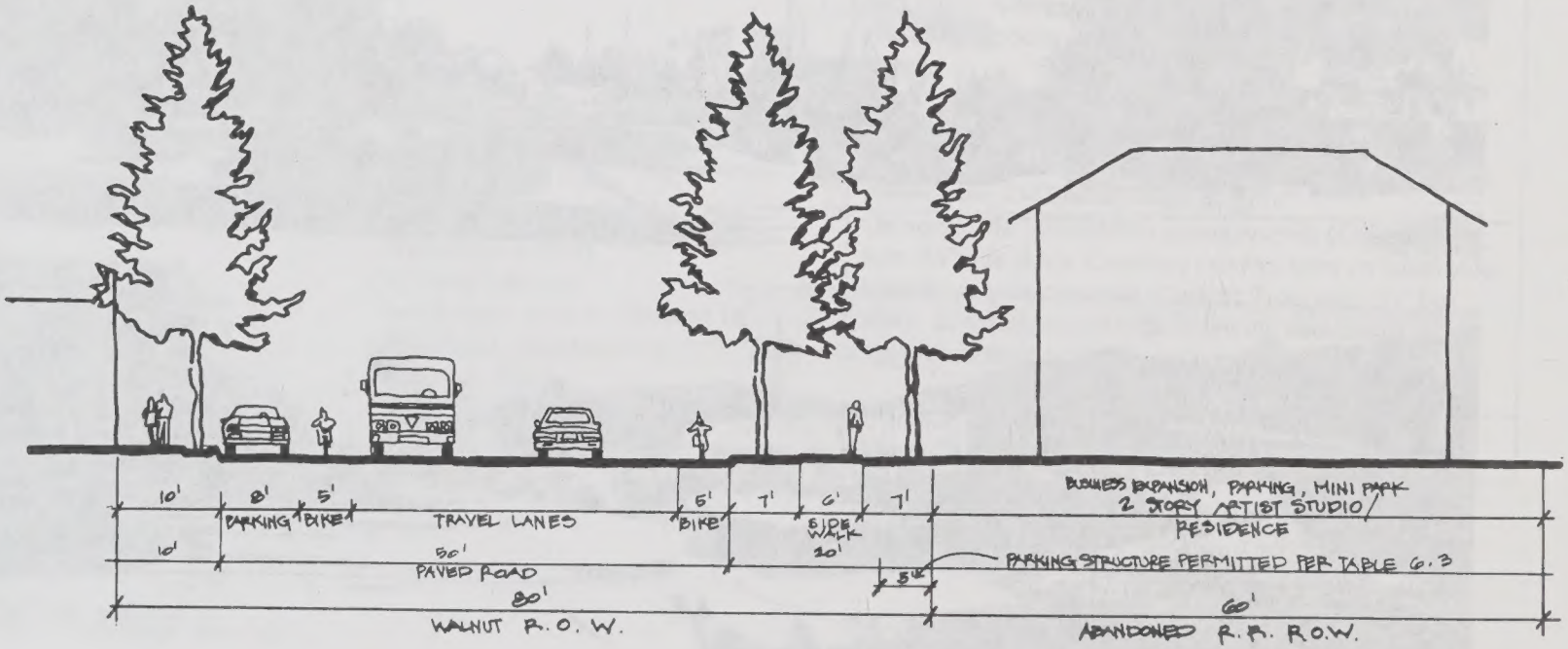


Figure 4-3.
Walnut Street
Parkway Concept

Walnut Street streetscape is to be designed:

- As east-west, multi-modal access corridor carrying automobiles, pedestrians, bicycles, and a shuttle bus as described in the mobility section.
- As landscaped "parkway" to improve the overall visual character of the d1 subarea.
- With a "parkway" character including (Figure 4-3):
  - Two through travel lanes
  - Canopy trees located in the parkway adjacent to the curb, spaced approximately 30-ft apart
  - On the north side, a double row of canopy trees shading a 5-8 ft pedestrian path
  - To supplement the taller street lights which are up to 30-ft high, provide pedestrian-scaled, decorative light standards in the parkway area which are reproductions of the existing period lighting in the area or as uniquely designed contemporary lighting standard and fixture.
  - A minimum number of curb cuts to adjoining private property, i.e., no more than one curb cut per 100 feet.

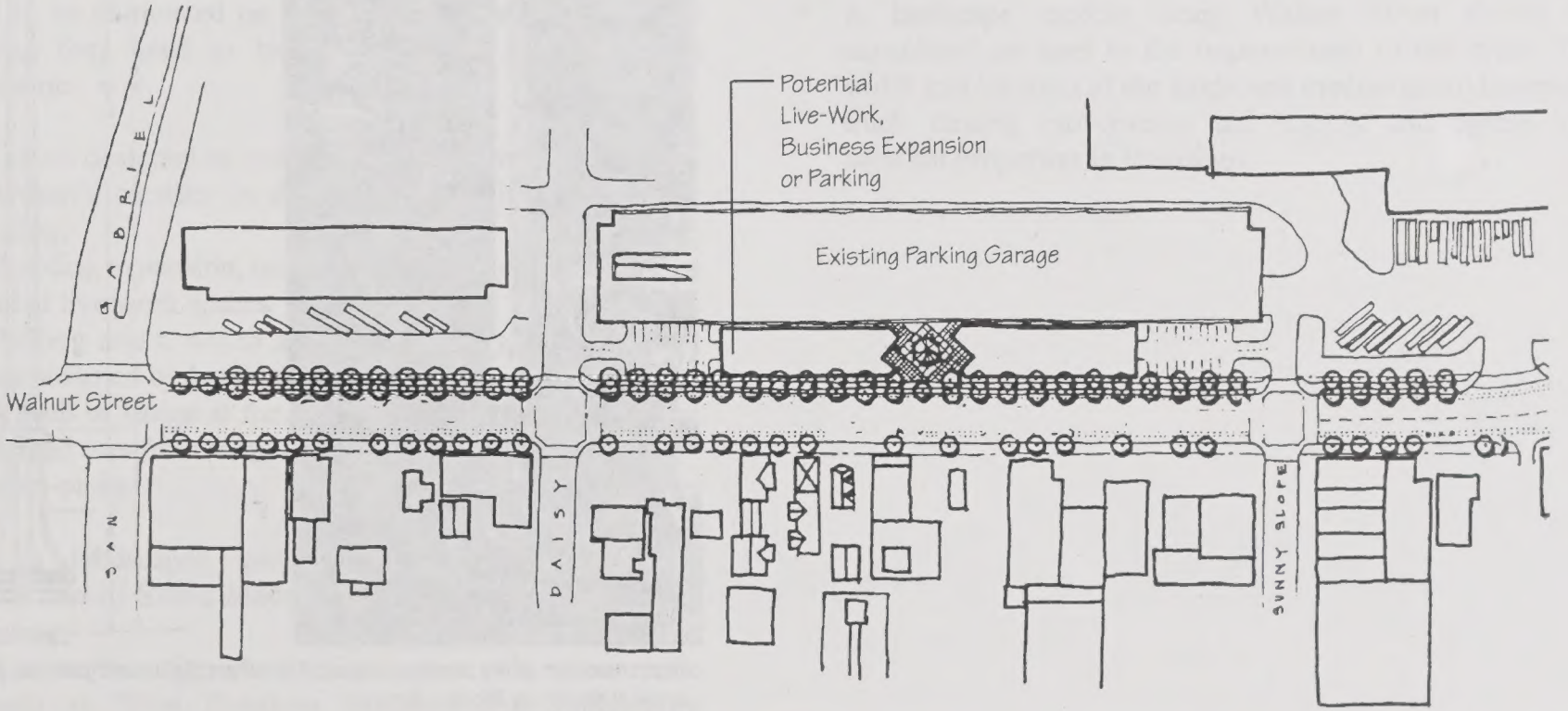
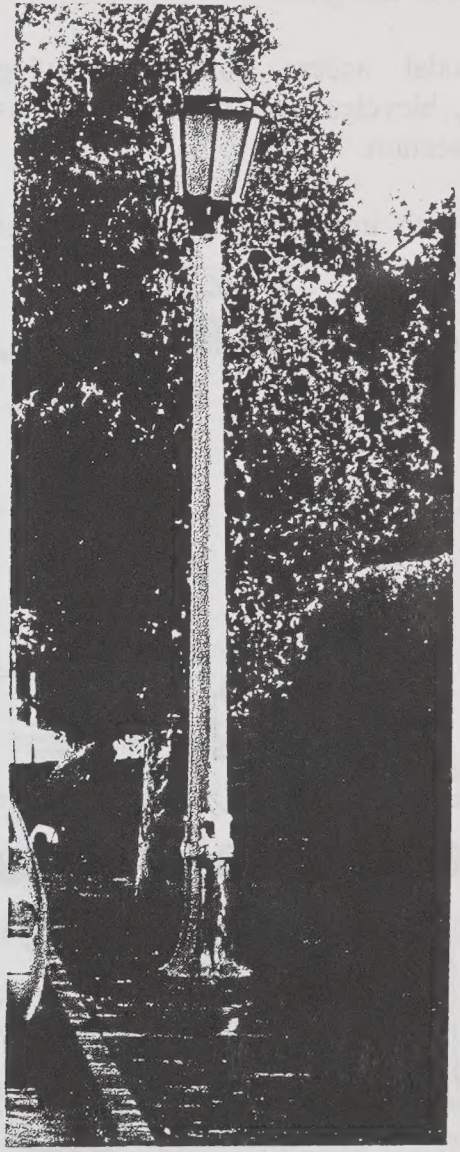
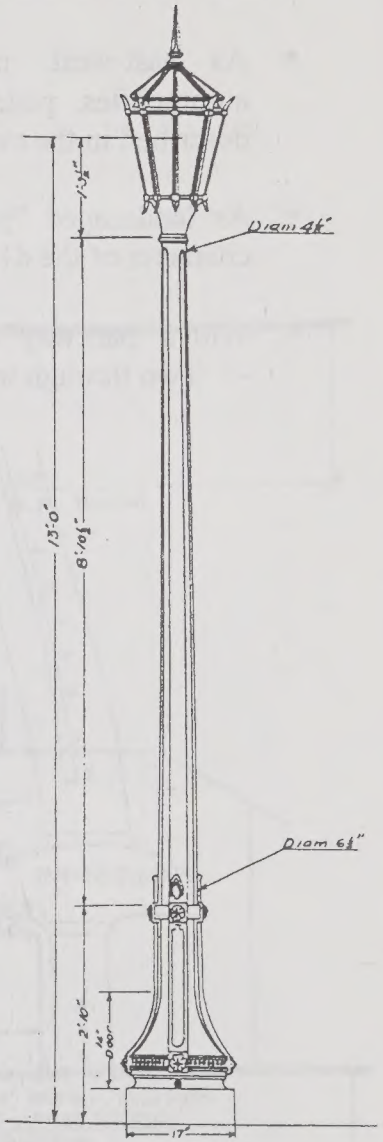


Figure 4-4.
Proposed Walnut Street Parkway Concept In Plan
- Curb parking, wherever possible





Reproduction of the existing decorative street lights will provide pedestrian-scale lighting on Walnut Street.

Figure 4-5.
Walnut Street Lighting Plan

- With a straight alignment in the existing right-of-way to minimize public expenditures, to more fully use the abandoned right-of-way for private development and to provide a strong dramatic image. The City has plans to extend Kinneloa Avenue through the 210 Freeway underpass to link with Foothill Boulevard. On the east, Walnut Street should intersect with the Kinneloa extension and landscape improvements, bicycle lanes and a pedestrian sidewalk shall continue to Foothill Boulevard. West of Sunnyslope, the alignment of Walnut St. and its bicycle/pedestrian improvements should minimize the disruption of long-standing businesses. The sidewalk may need to be eliminated on one side of the street and some parking may need to be eliminated to avoid business disruption.

- As a street designed to create an environment supportive of an Artisan's corridor in the abandoned rail rights-of-way including:
  - Building expansion, outdoor exhibit space for artists, or artist live/work spaces
  - Parking areas, which are paved to City standards and are softened by landscaping
  - A wall or hedge at the property line to partially screen parked cars from view from Walnut Street
  - Mini-parks

- With a landscaped gateway to Subarea d1 at the intersection of Sierra Madre Boulevard and Walnut Street including:
  - A monument sign identifying the area with a new name such as "East Pasadena Research and Technology District"
  - A cluster of trees and decorative planting

- With the proposed conceptual streetscape improvements to accommodate a variety of truck types and sizes on Walnut Street.

- The conceptual design of Walnut Street, including street width and curb radii, should be based upon standard traffic engineering parameters to accommodate semi-tractor and trailer trucks turning movements; except semi-tractor and trailer trucks will continue to follow the existing practice of using the oncoming traffic lane to accommodate their turning radius. The city shall post safety signs as needed.

- A landscape median along Walnut Street should be considered an asset to the improvement of the street. The width and location of the landscape median should consider truck turning movements and ingress and egress into adjacent properties in its design.

4.2.3 Foothill Boulevard Streetscape – East of 210 Freeway

Walnut Street and Foothill Boulevard, east of the 210 freeway, are the east/west Multi-modal Access Corridors identified in the vision. Foothill Boulevard functions as the main entrance to the City of Pasadena from the east and the major east/west thoroughfare in the Specific Plan area.

Figure 4-6 illustrates the existing typical cross-section for Foothill Boulevard east of the 210 freeway. The existing rights-of-way are generally 92 feet with 68 feet of pavement between curbs.

Foothill Boulevard, east of the 210 freeway and illustrated in Figures 4-7 and 4-8, is to be designed as:

- The east/west mobility corridor of automobiles, pedestrians, and bicycles from Titley Avenue on the west; where Kinneloa Avenue is planned to join Foothill Boulevard to Michillinda on the east.
- A streetscape which establishes a consistent image for Subareas d2 and d3, and an entrance statement for the City of Pasadena from the east, specifically on Foothill Boulevard near Michillinda (Figure 4-8).
- A street that creates a pleasant pedestrian environment along the only available public east-west right-of-way – Foothill Boulevard.

In order to create a viable pedestrian/bicycle connection guidelines and standards include:

- Four through lanes of traffic and a striped bicycle lane in each direction

Foothill Boulevard lacks a strong distinct image.

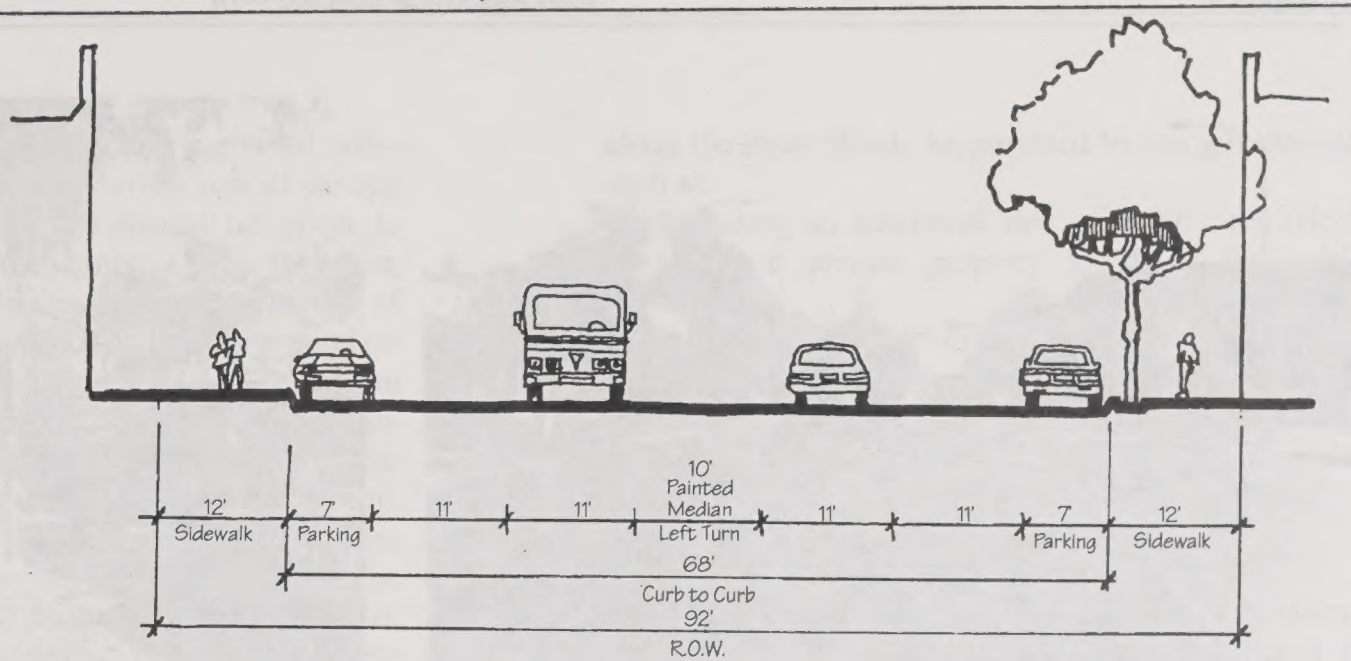


Figure 4-6.
Existing Foothill Boulevard Between 210 Freeway and Rosemead Boulevard - East

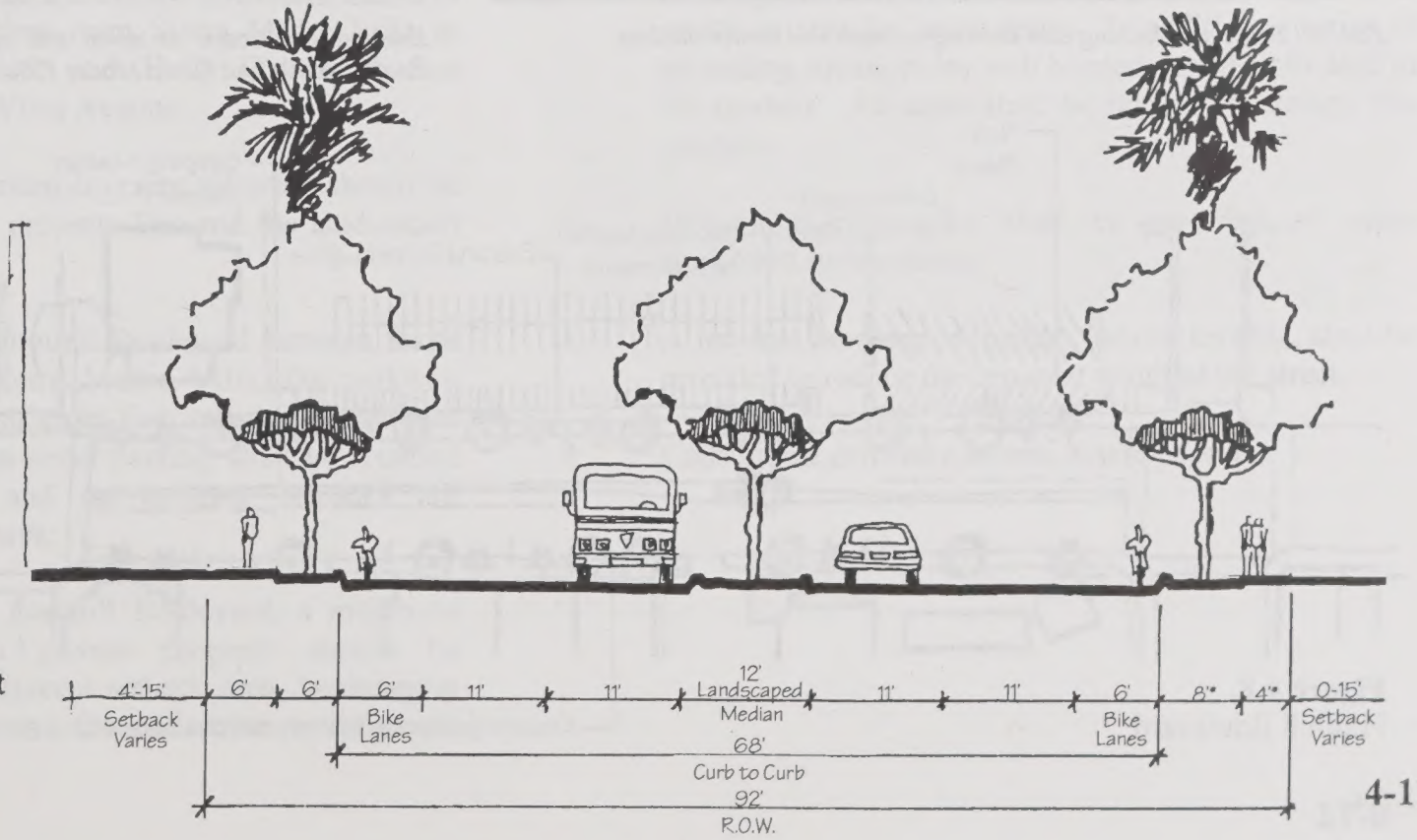
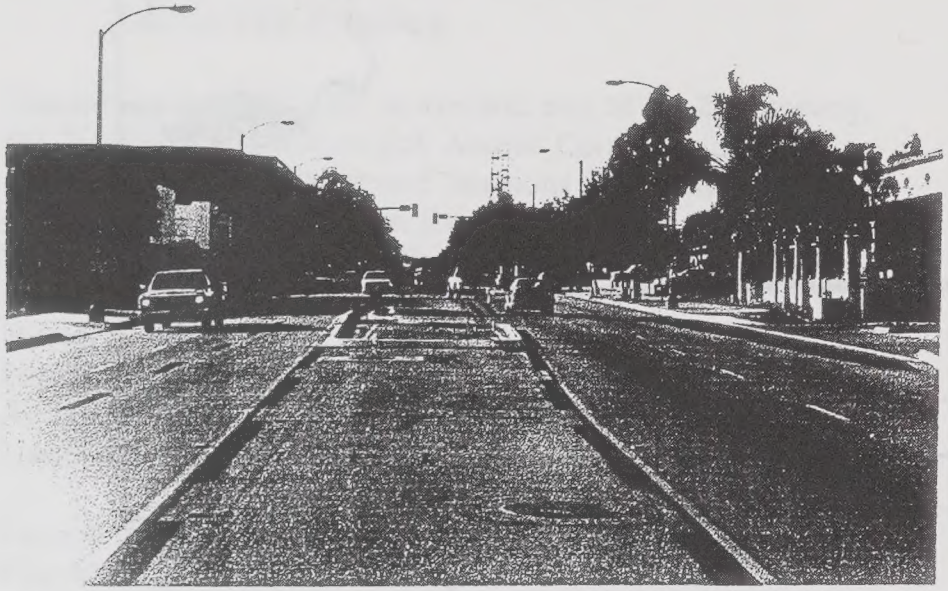
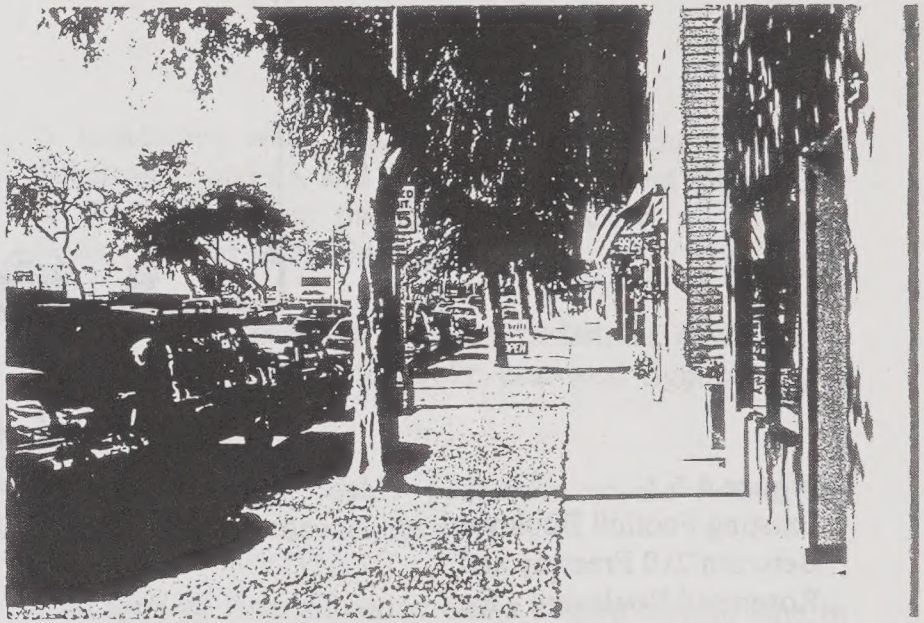


Figure 4-7.
Foothill Boulevard Between 210 Freeway and Rosemead Boulevard – East



Foothill Boulevard looking east showing unimproved center median.



Existing streetscape on north side of Foothill Boulevard between Santa Paula Avenue and Sierra Madre Villa is pedestrian friendly.

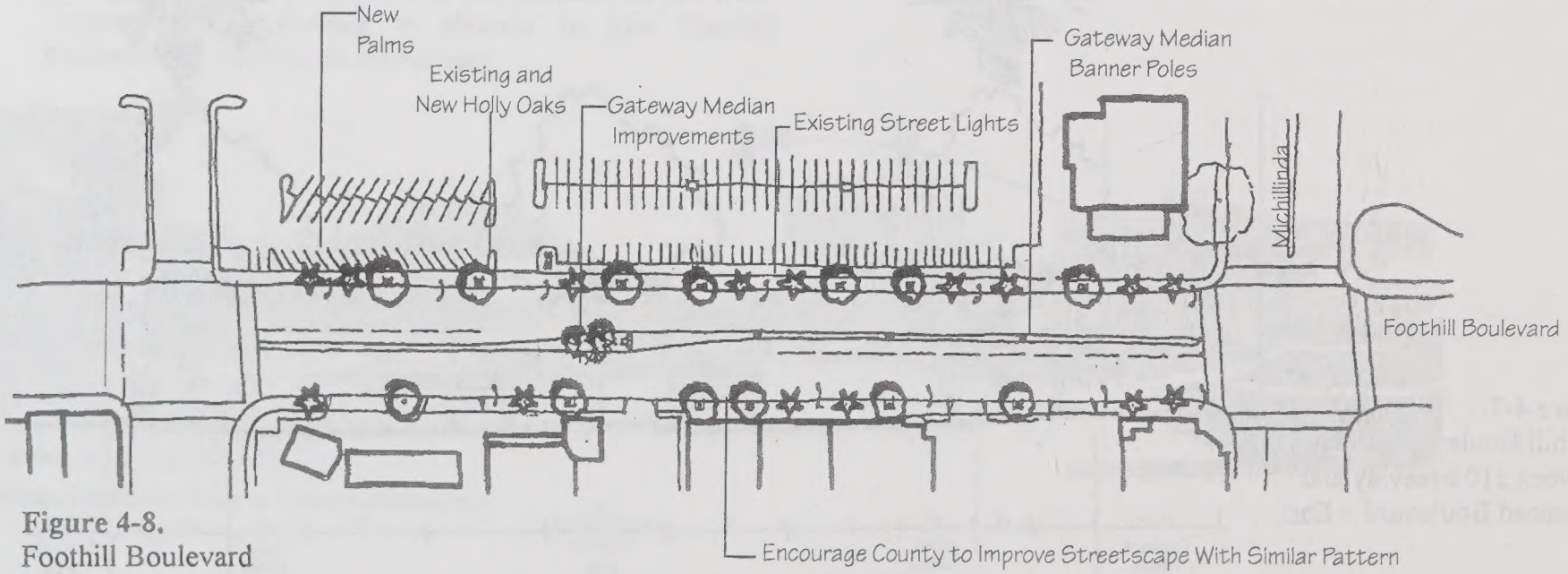


Figure 4-8.
Foothill Boulevard

- In the parkways adjacent to the curb, a row of auto-related tall palm trees alternating with a row of canopy trees for shade. Consideration should be given to maintaining existing mature canopy trees in place, when feasible. The tall palm trees create a set of "columns" along the street, which establish a separation between the automobile street and the pedestrian pathway. A consistent pattern of palm trees and canopy trees shall be established with the existing street lighting and driveways to provide a uniform image. Figure 4-8 illustrates a pattern of the palm trees followed by two canopy trees. Ground cover shall be planted in the parkways to further provide a sense of separation from the automobile. Designated canopy trees are Holly Oak from Rosemead Boulevard to Sierra Madre Villa Drive; elms from Sierra Madre Villa to San Gabriel Boulevard; and Holly Oak from San Gabriel Boulevard to Vista Avenue.

- A six-foot wide minimum concrete sidewalk should be provided between the property line and the landscaped parkway.

- On the north side of Foothill Boulevard between Santa Paula Avenue and Sierra Madre Villa, the parkway width should remain at eight feet and the sidewalk at four feet. Existing on-street parking shall be retained on the north side and no building setbacks are recommended in this area.

- In other areas along Foothill Boulevard, a minimum ten-foot setback on private property should be maintained. In the adjacent setback area, landscaping and hardscape to extend the pedestrian environment along the street should be provided by using techniques such as:
  - Providing an additional row of shade trees (Holly Oak) on private property to shade the public sidewalk
  - Extend the width of the sidewalk onto public property
  - Provide space for pedestrian amenities such as bus benches, public art, fountains, and pedestrian scaled lighting
  - Provide space for outdoor dining

- To create a space for the eastern gateway to Pasadena, the narrow median in Foothill Boulevard should be reconfigured at the junction of the two left-turn lanes to create an area for landscaping. In addition, a series of ascending square poles with banners could be located in the median. An artist shall be retained to design this gateway.

- Decorative crosswalks shall be provided at major signalized intersections.

- A ten-foot landscaped median, where feasible, shall be provided to reduce the apparent width of the street.

- Consolidate driveway access, where possible.

4.2.4 Foothill Boulevard Streetscape – West of the 210 Freeway

This section of Foothill Boulevard has a right-of-way of approximately 80 feet with up to 91 feet in some locations (Figure 4-9).

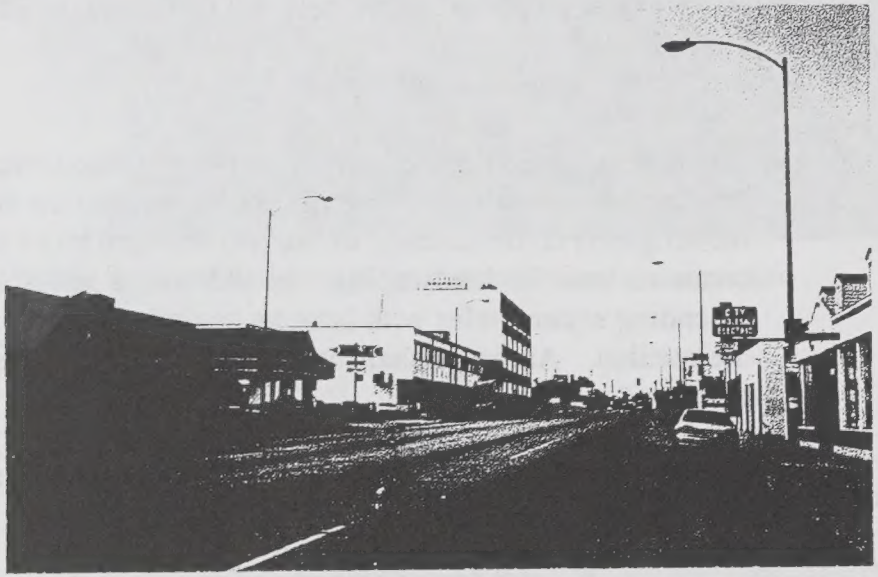


Photo of Foothill Boulevard showing its lack of a consistent, attractively landscaped streetscape.

As shown in Figure 4-10, Foothill Boulevard west of 210 Freeway shall be designed as:

- A streetscape that establishes a consistent image for Subarea d1
- A street that creates a pleasant pedestrian environment

In order to create a viable pedestrian environment and an attractive image, guidelines and standards include:

- Four through lanes of traffic
- Where possible, a four-foot minimum parkway adjacent to the curb shall be planted with an alternating row of palms and shade (canopy) trees. Due to the narrow sidewalk area, trees shall be planted in tree wells. A consistent pattern of street trees shall be established with the existing street lighting and driveways to provide a uniform image and a sense of separation from the automobiles. Figure 4-11 illustrates patterns of two palm trees followed by two or three canopy trees.
- On the north side of Foothill Boulevard, a landscaped parkway similar to the existing parkway in Subarea d2 between Santa Paula Avenue and Sierra Madre Villa should be developed.
- A five-foot minimum concrete sidewalk shall be provided adjacent to the property line.
- No building setbacks are required in this area.

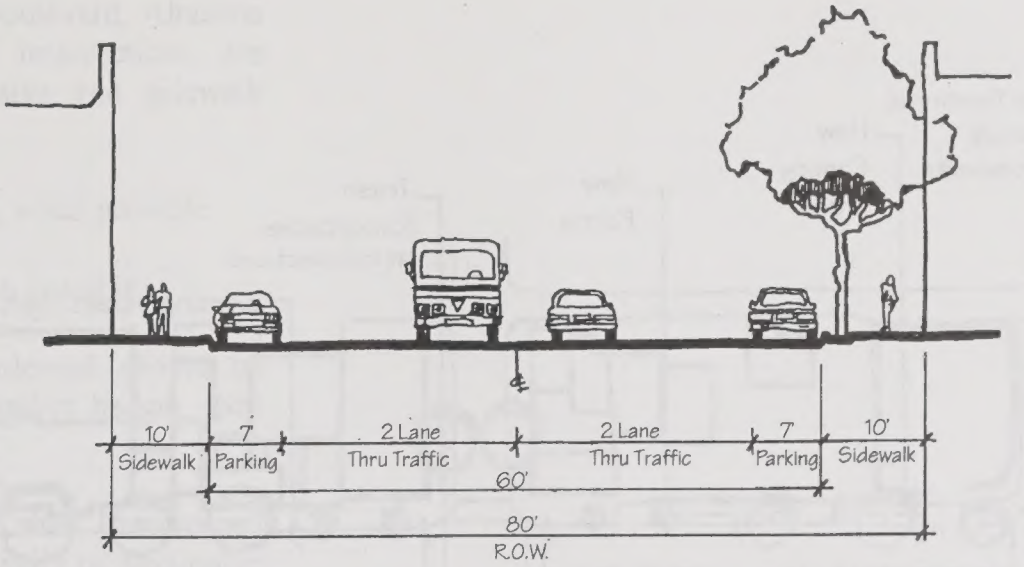


Figure 4-9.
Existing Foothill Boulevard Between the 210 Freeway and Sierra Madre Boulevard – West – Subarea d1

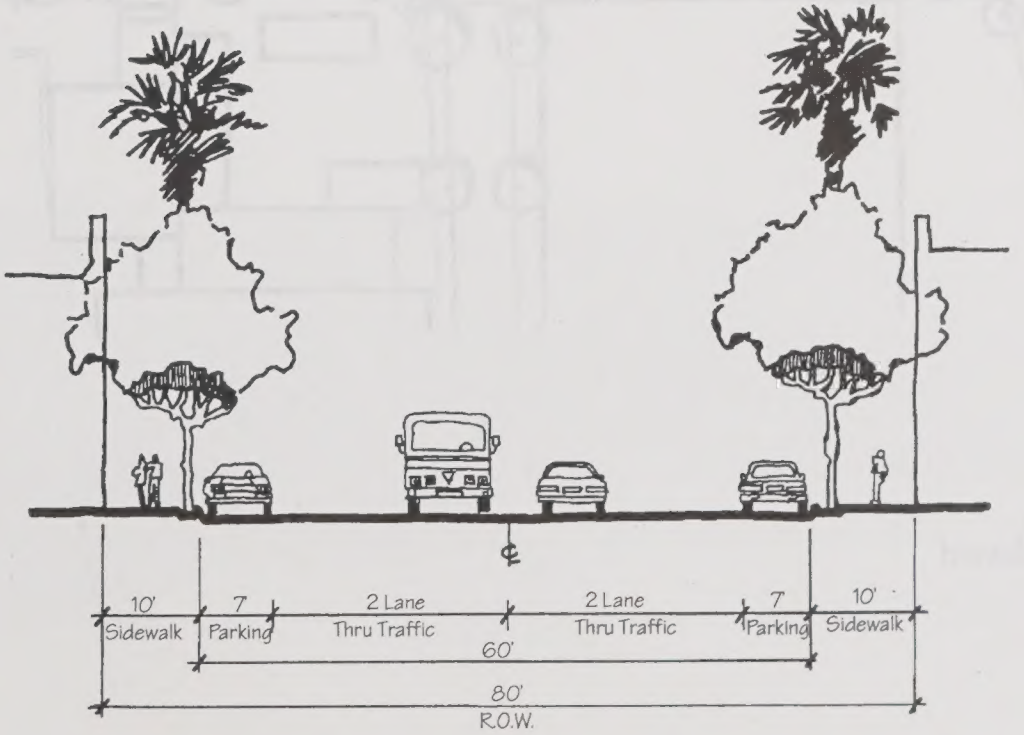


Figure 4-10.
Foothill Boulevard Between the 210 Freeway and Sierra Madre Boulevard – West – Subarea d1

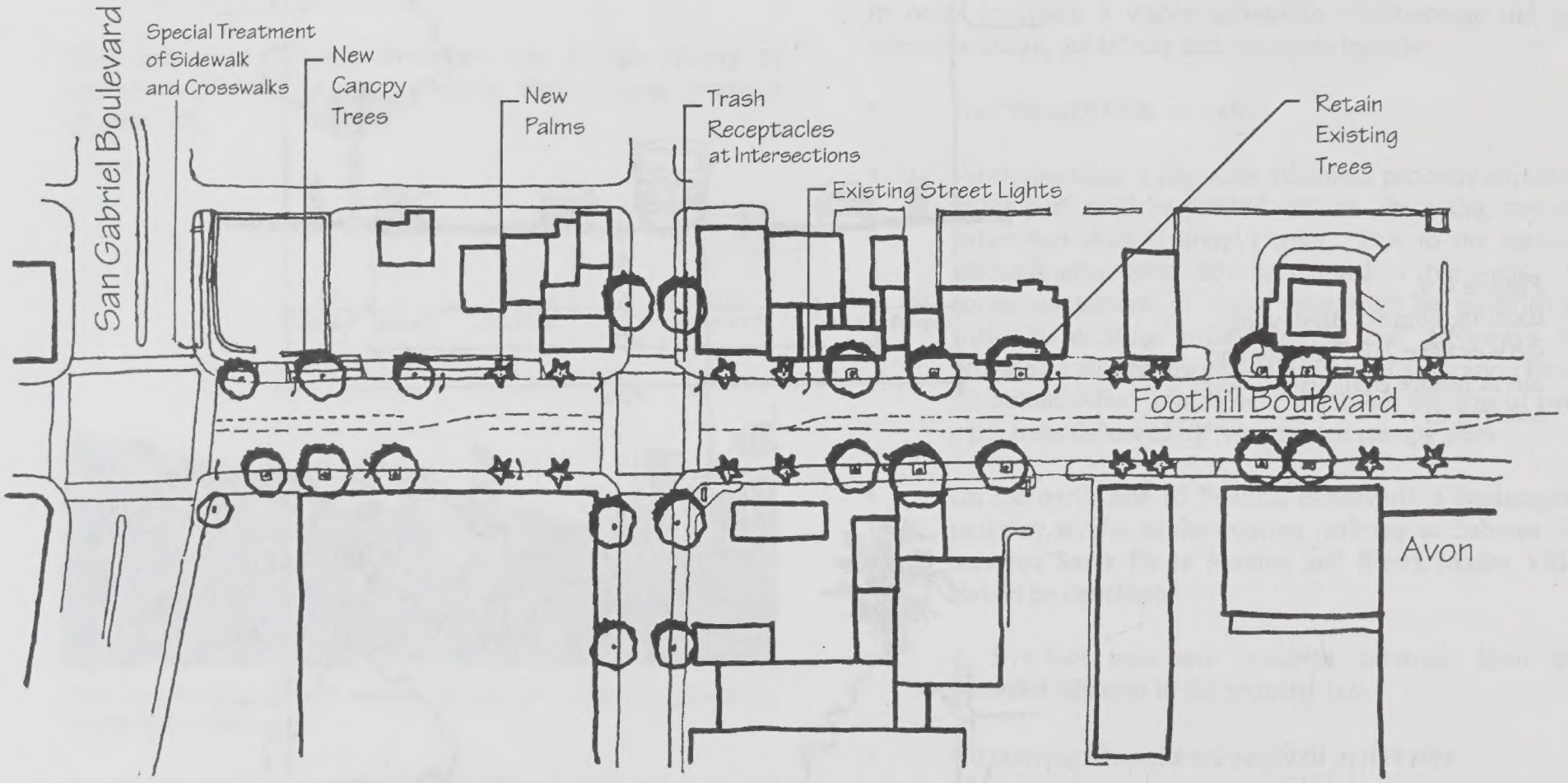


Figure 4-11.
Foothill Boulevard

- Special treatment of the Sierra Madre Boulevard, Altadena Drive and San Gabriel Boulevard intersections are recommended with decorative crosswalks and sidewalk paving.
- Driveway access should be consolidated, when possible.
- Curb parking should be maintained, when possible.
- Parking lots fronting on Foothill Boulevard should be partially screened from view by a wall and/or hedge. (See private development guidelines.)
- Existing outdoor storage and auto uses shall be screened from public view by articulated solid walls or decorative iron fencing with landscaping. (See private development guidelines.)

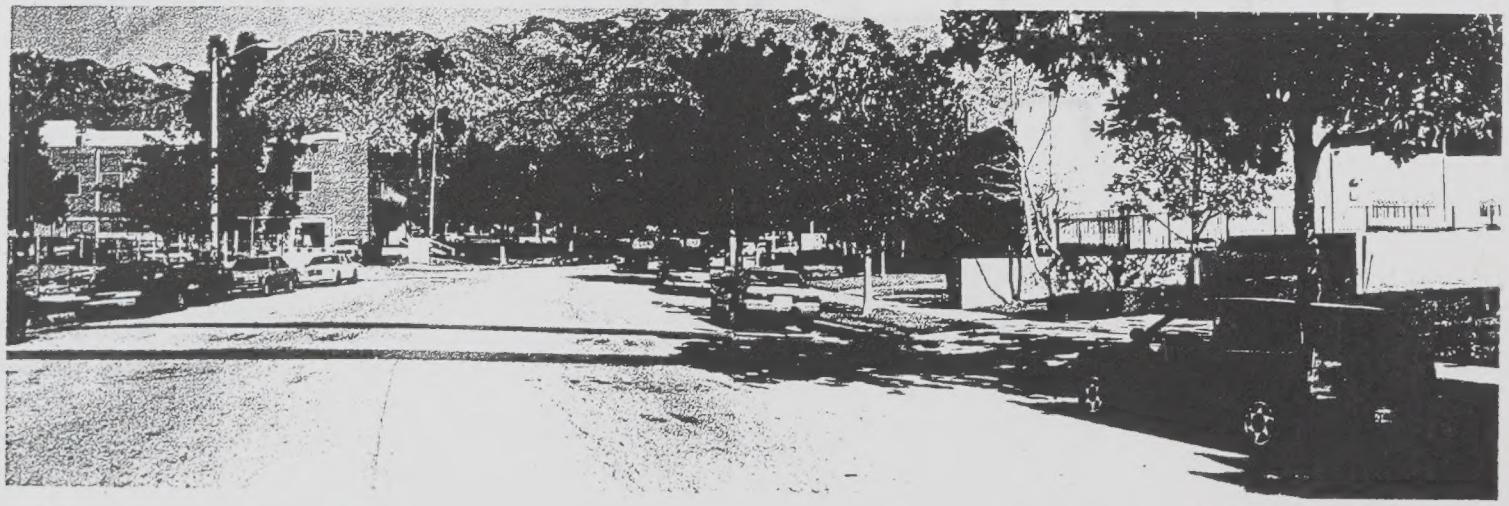
4.2.5 Halstead Street – North of Foothill Boulevard

Halstead Street is a local street with no regional or citywide function identified in the General Plan. Halstead Street has the potential to be a major north-south connector leading from the shopping areas in Subareas d2 and d3, and adjoining residential areas to the transit station on the south where Halstead Street currently deadends. Halstead Street is envisioned to carry autos, buses, bicycles, and pedestrians.

Halstead Street currently has an 80-ft right-of-way and a 56-ft pavement width with one lane of through traffic in each direction, on-street parking, and a 10-ft to 12-ft parkway including a sidewalk and planting strip adjacent to the curb. Magnolia trees are planted in this planting strip (Figure 4-12). Access to the recently constructed Hastings Ranch Village Shopping Center is provided.

The Halstead Street right-of-way north of Foothill Boulevard, as illustrated in Figures 4-13 and 4-14, provides:

- Two travel lanes and a left-turn lane onto Foothill Boulevard
- Five-foot bicycle paths striped in the street
- Except at bus stops and for safety concerns, curb parking on both sides of the street, where possible, to provide a sense of protection for the pedestrians. If necessary, curb parking could be removed on the west side.
- Continuation of the landscaped planting strips adjacent to the curb containing magnolia trees. Additional magnolia trees in 36-in. or greater boxes shall be added, where possible.



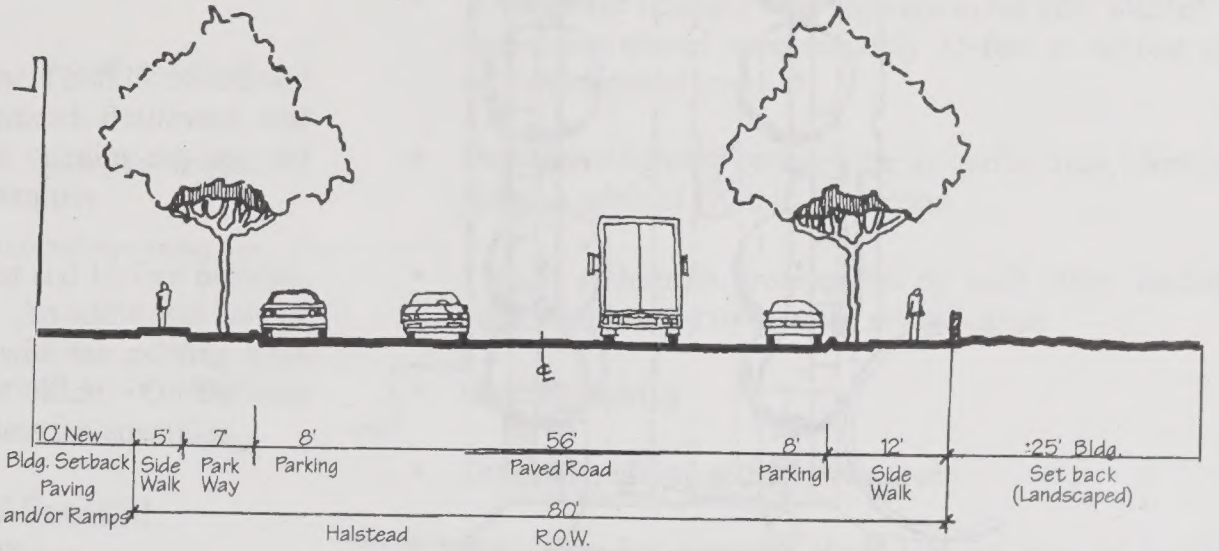


Figure 4-12.
Existing Halstead Street – North

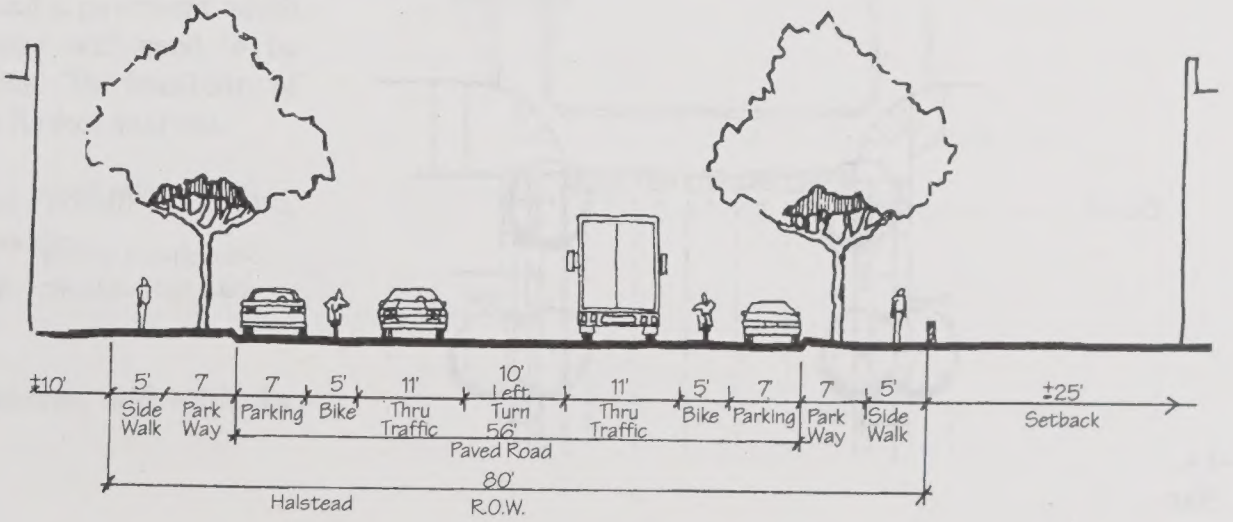


Figure 4-13.
Halstead Street – North

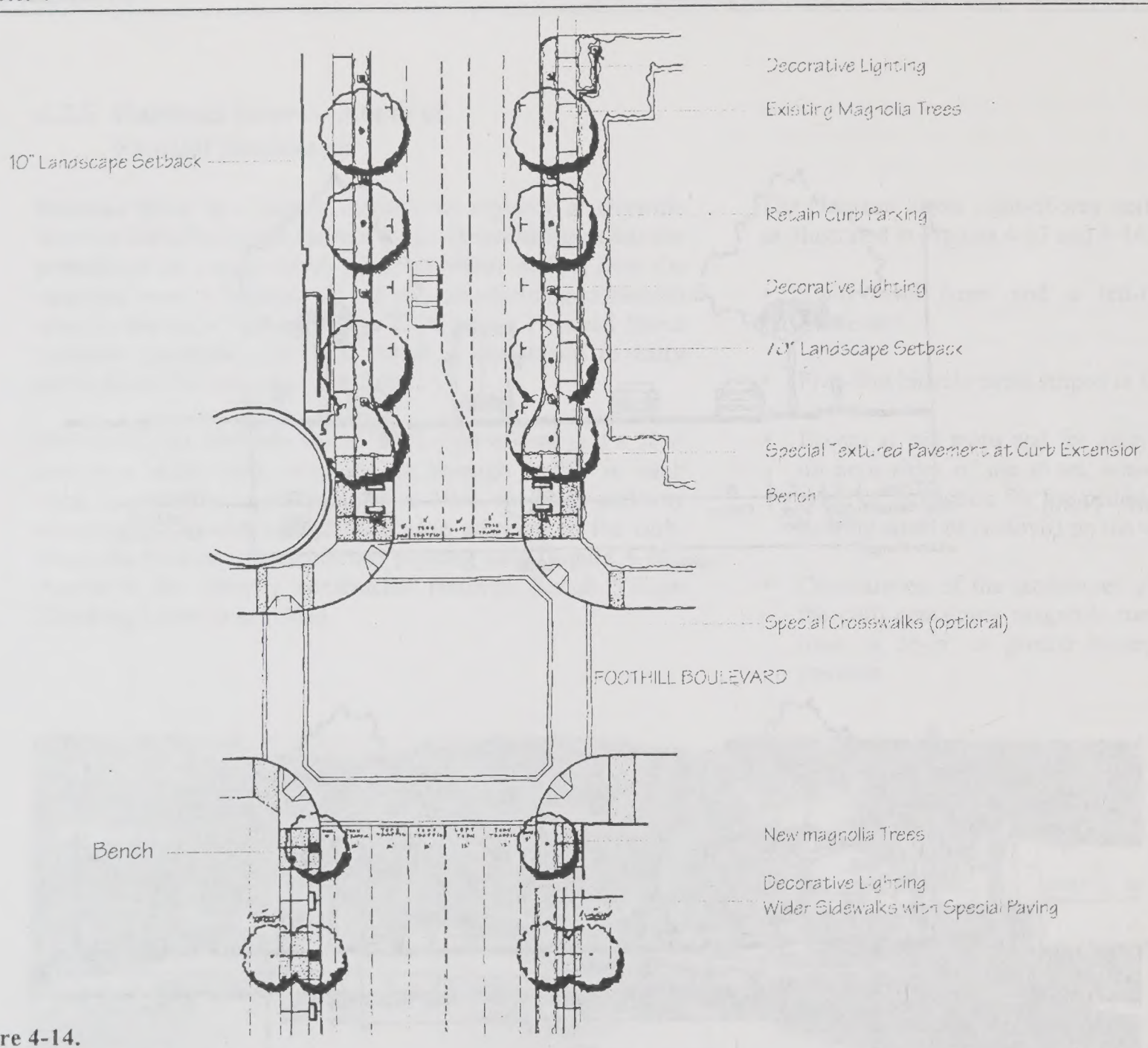


Figure 4-14.
Halstead Plan

- The addition of 12-feet to 15-feet high decorative pedestrian-scaled lamps between the magnolia trees to illuminate the pedestrian path

- Curb extensions or "pop-outs" at the Foothill Boulevard and Halstead Street, and the Rosemead Boulevard and Halstead Street intersections as traffic calming devices and to allow more room for pedestrian amenities

- Ten-foot building setbacks on the west and 10 foot building setbacks on the east for landscaping. An additional row of Magnolia trees should be staggered with the existing trees in this setback area to provide more shade. On the east side, extend the sidewalk area for pedestrian amenities.

4.2.6 Halstead Street – South of Foothill Boulevard and a Transit Plaza

Halstead Street in this segment will provide access to the transit station for vehicles, buses, pedestrians, and bicycles. As this street has a right-of–way of 60 feet and a pavement width of 40-feet (Figure 4-15), the right-of-way will need to be increased to satisfy all of these requirements. The feasibility of widening Halstead Street, however, needs further analysis.

The Halstead Street right-of-way south of Foothill Boulevard, as illustrated in Figures 4-16 and 4-14, provides:

- An increased right-of-way of 100 feet

- Five lanes of traffic for bus, kiss-and-ride, and vehicular connections to the light rail station

- Five-foot bike lanes striped in the street

- A landscape planting strip adjacent to the curb planted with magnolias spaced approximately 35-feet to 40-feet apart, and with ground cover

- Decorative lighting between the magnolia trees, identical to the area north of Foothill Boulevard

- 15-foot pedestrian promenades on both sides shaded by additional canopy trees in the setback areas

- No curb parking

- Ten-foot building setbacks required

- Discussion has occurred about looking into the feasibility of extending Halstead Street south to Colorado Boulevard. It is recommended that after completion of the light rail station and the joint development project, this option be analyzed.

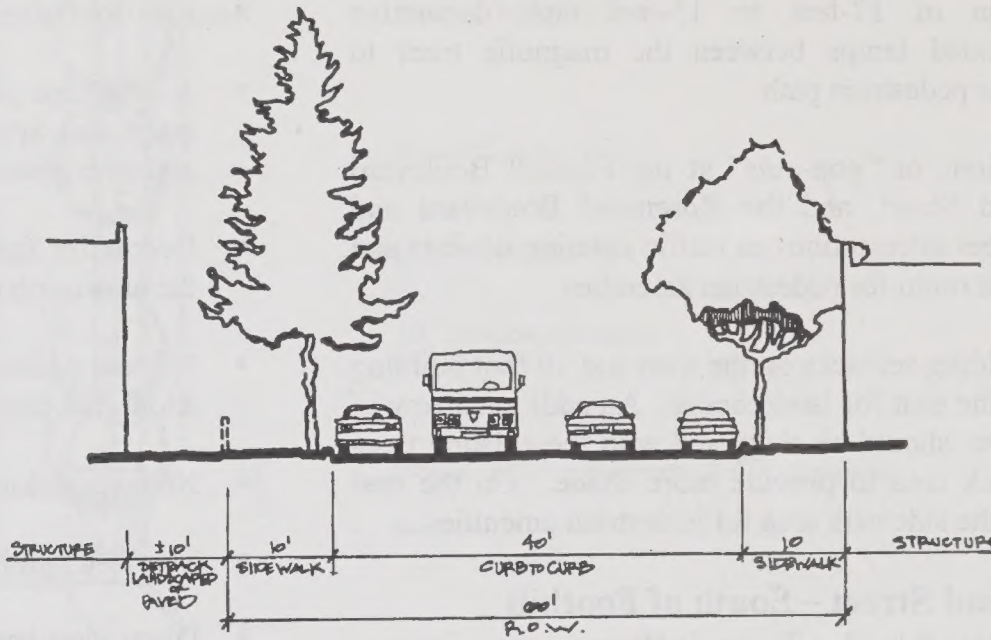


Figure 4-15.
Existing Halstead Street – South

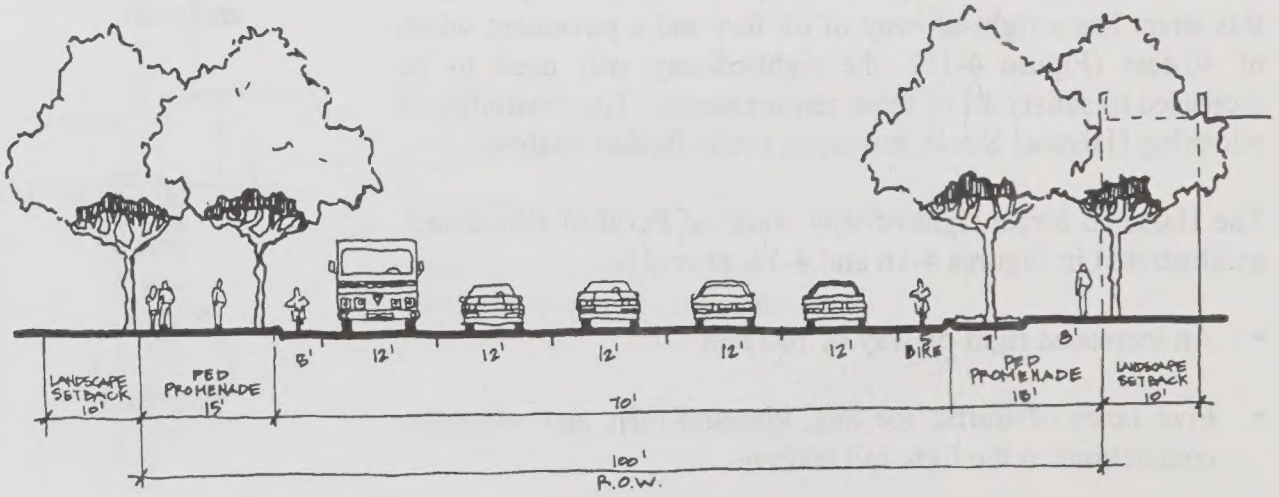


Figure 4-16.
Halstead Street – South

4.2.7 Additional Guidelines and Standards, Other Mobility Corridors and Local Streets

Street Trees

Street tree recommendations for the following mobility corridors are shown in Table 4.1:

- Altadena –
- San Gabriel Boulevard –
- Sierra Madre Boulevard –
- Sierra Madre Villa –
- Rosemead Boulevard –

Planting Installation

The following standards and guidelines are for planted areas in the public right-of-way:

- Planting installation for trees and shrubs shall allow for adequate root growth and good drainage.
- All street trees in the right-of-way shall be a minimum 36in. box. The height of palm trees should be selected based upon the type of palm and available funds.
- All trees in paved areas shall have a root barrier collar to prevent root intrusion to sidewalks and streets.
- All planting areas that require shrubs or ground cover shall be automatically irrigated except for trees which may be manually watered until established.
- Street tree spacing shall be 25 feet to 30 feet on center and should be consistent, as possible, on each street.

Art in Public Spaces

Art in public spaces is encouraged to enhance the aesthetic quality of the environment and act as a vehicle for maintaining and preserving the cultural and historic heritage of the area. The most preferable locations for art include the eastern gateway to the city, the Blue Line Station area and private development public space such as theatre entrances, and shopping district entrances. Public art may include integrated elements such as artist-designed paving, walkways, lighting, seating, signage, water elements, etc., as well as independent artwork such as sculpture. Public art monies may also be used to include artists on the design teams for facilities.

Street Furnishings on Mobility Corridors

For an active streetscape, street furnishings including bus shelters, benches, trash receptacles, bicycle racks, bollards, decorative pedestrian lights, tree grates, fountains, newspaper racks, drinking fountains, planter pots, directories, kiosks, etc. The design color, specifications, and location of these shall be

defined in a subsequent streetscape plan for each mobility corridor. Design Guidelines include:

- Metal trash receptacles, as a minimum, should be located at intersections and at mid-block.
- Benches shall be decorative metal and, as a minimum, located near bus stops.
- A graffiti-resistant coating shall be applied to all street furnishings to ensure an attractive, long-lasting appearance.
- All street furnishings shall be securely anchored to the sidewalk for safety and to prevent removal.

Pedestrian Crosswalks

Pedestrian crosswalk improvements include the following:

- Concrete walkways across mobility corridors and intersecting streets with color to match the sidewalks.
- Edge and internal borders of moderately textured concrete with color to match the sidewalks.

Local Streets

In order to minimize conflicts with traffic flow and enhance the appearance of the streetscapes, parking, loading and trash enclosure areas shall be kept to service streets identified in Figures 6-3 and 6-5, to the maximum degree possible.

Although designated for service, these streets shall be designed to enhance the visual quality of the area. Many of these local streets (i.e., Nina, Sunnyslope) currently are tree-lined. Whenever possible, the existing trees shall be retained and new trees of a similar species shall be added on these streets to maintain a consistent and attractive image.

Basic Streetscape Improvements – Phase 1

The streetscape improvements described are considered Phase 1 or "basic" improvements, which are needed to improve the visual environment of the area and contribute to improvement of the "quality of life" in the area. Basic streetscape components were selected balancing visual character, transportation requirements, and funding considerations

Enhanced Streetscape Improvement – Phase 2

In addition to the basic streetscape, there are a number of enhancement projects that would further improve the pedestrian and visual character of the area including:

- Decorative crosswalks at key intersections
- Selective curb extensions, similar to the proposal for Halstead Street and the Foothill Boulevard intersection
- Undergrounding of utilities especially on Altadena Drive
- Additional pedestrian amenities

4.3 Public/Private Parks, Plazas and Parking Improvements

4.3.1 Transit Plaza

The transit plaza, as illustrated in Figure 4-17, should to be designed as:

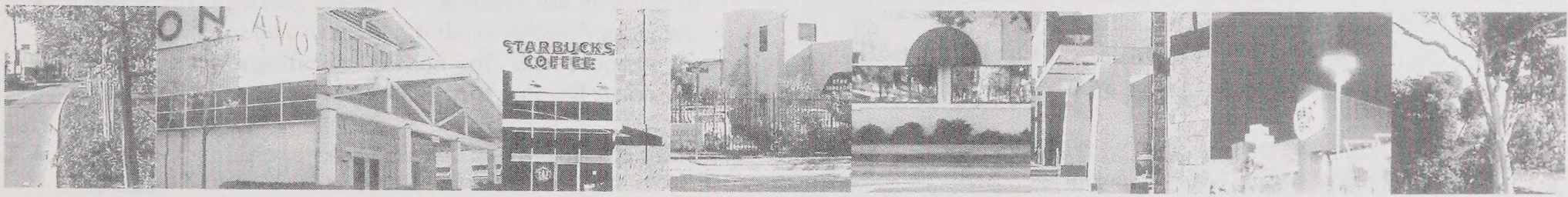
- A light rail passenger and community-oriented plaza at the terminus of Halstead Street on the south which:
  - Creates a pleasant arrival space for East Pasadena commuters who walk or bicycle to the light rail station or other light rail patrons who are dropped off at a kiss-and-ride area at the edge of the plaza.
  - Provides a setting for restaurant and/or retail uses at the edge of the plaza and near the bus drop-off area
  - Accommodates public art and/or educational element

Figure 4-17.
Transit Plaza

4.3.2 Parking Improvements

The opportunity exists on the abandoned railroad right-of-way along the north side of Walnut Street to develop a series of parking structures to serve Subarea d1, which has a shortage of parking. These parking structures would need the cooperation of the Pasadena Blue Line Construction Authority, the City (if Walnut right-of-way is involved) and the property owners in the area. See Table 6.3 for development standards for such a parking structure.

5.0 DESIGN GUIDELINES FOR THE TRANSIT STATION SITE



5.0 DESIGN GUIDELINES FOR THE TRANSIT STATION SITE

The Pasadena Blue Line Construction Authority (PBLCA) plans to construct the Sierra Madre Villa Transit station on an approximately 9.12 acre site south of Foothill Boulevard between Sierra Madre Villa Avenue and Halstead Street. Plans call for the station to be located in the freeway right-of-way, with pedestrian connection via a pedestrian bridge to a parking garage. The site is known as the Joint Development site.

The (PBLCA) has established the following conditions for a participating joint developer of this site:

- Provide 1,000 parking spaces for exclusive use by riders of the Blue Line, to be constructed at the developer's expense;
- Set aside a significant portion of the property to accommodate an appropriate number of drop-off spaces for transit busses;
- Preserve the historic elements of the Stuart Company building.

These conditions apply only to the Joint Development site, so they create economic and development constraints on that site that other parcels within the East Pasadena Specific Plan area do not face.

In July 2000, the PBLCA chose SMV Technology Partners LLC to participate in the joint development of the Light Rail Transit Joint Development site. Subsequently SMV Technology Partners LLC submitted a proposal to the city for development of the site. The proposal would preserve much of the original building and the landscaping, as well as meet the other conditions set by the Authority. The Stuart Company building and open space occupy approximately twenty-five percent of the site area. The developer is proposing a multi-building high-tech office campus of approximately 550,000 square feet, with a parking structure to provide spaces for the private development component of the project (approximately 1,800 spaces), in addition to the 1,000 spaces required for Blue Line riders.

The Specific Plan has five key goals:

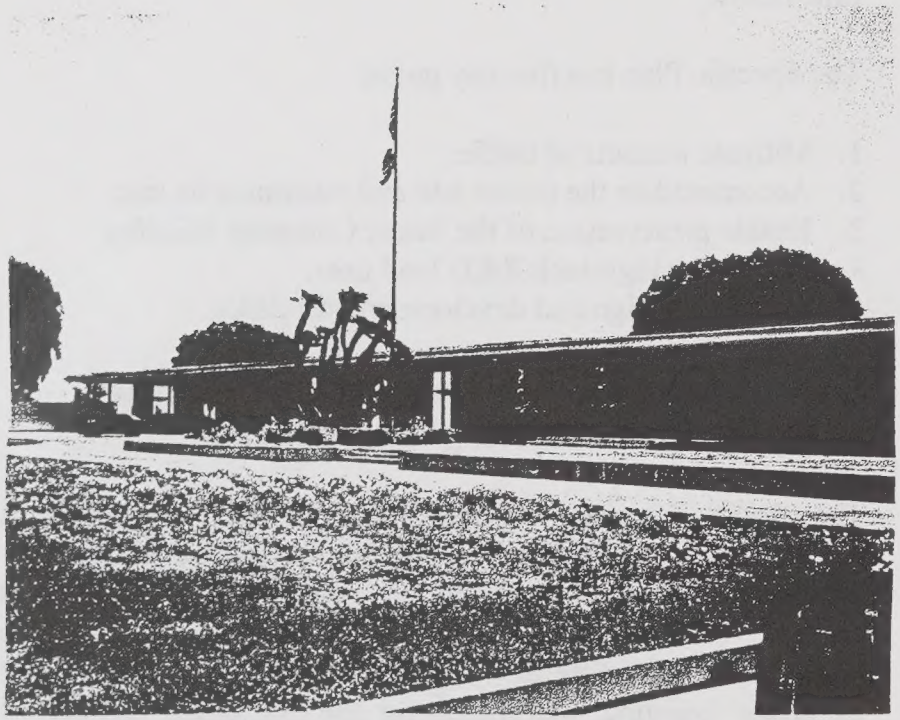
1. Mitigate impacts of traffic;
2. Accommodate the transit site and maximize its use;
3. Enable preservation of the Stuart Company building'
4. Encourage high-tech/R&D land uses;
5. Establish design and development standards.

5.1 Preservation Guidelines for The Stuart Company Buildings and Grounds

The Stuart Company building and grounds, which were constructed in 1958, are located on the transit station site. Architect Edward Durrell Stone designed this significant example of modern industrial architecture, which includes landscape architecture by Thomas D. Church. The Stuart Company building was listed on the National Register of Historic Places. The Cultural Heritage Commission determined on May 18, 1992, that this building also meets the criteria for designation as a Pasadena historic treasure. The building was formally listed in the National Register of Historic Places in 1998.

The Stuart Company building was given the National First Honor Award by the American Institute of Architects in May 1958. Not only did it express an era of post-war architecture through the integration of interior and exterior, reflecting pools

and fountains, atrium and screen wall, it also demonstrated that industrial buildings could be both beautiful and constructed at a cost comparable to (or less than) their modern factory counterparts.



The Stuart Company building is East Pasadena's best symbol of the corporate giants which were once prominent in East Pasadena.

5.1.1 Cultural Resources Preservation

The Specific Plan provides two alternatives to regulate development on the Joint Development Site. The two alternatives described in Section 5.2.1 Use and Intensity, are mutually exclusive options. Alternative One allows development intensity at a Floor-Area-Ratio (FAR) of 2.0. Alternative Two allocates a reduction in intensity (FAR 1.5) but provides for an increased height limit, to allow flexibility for R&D development . Both alternatives make preservation of the most significant portions of the Stuart Company building and its landscaping mandatory. The portions of the Stuart Company building that shall be preserved, rehabilitated and maintained according to the Secretary of Interior Standards are:

1. The original building (except the rear portions to the south of the atrium, a portion to the west of the atrium, and a portion of the west elevation), the lobby and front corridor, the wall screens, and the reflecting pool, including:

    - The north façade and portions of the east façade of the original building and atrium.
    - The decorative screen wall and its decorative and structural columns.
    - The ceiling light fixtures along the walkway behind the screen wall.
    - The recessed main entrance at the north façade.
    - The round hanging planters.

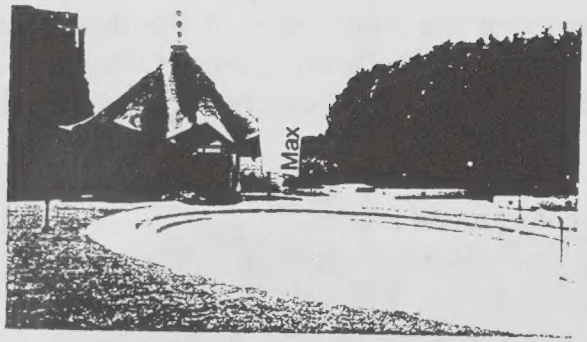
2. The landscaped parking court and landscaped podium in front of the building, including:

    - The moat (reflecting pool with uplighting and fountains) and the concrete sidewalk along the north side of the moat.
    - The existing tree near the western end of the moat.
    - The curb wall along Foothill Boulevard.
    - The clustered planting bed featuring the multi-trunk Mediterranean fan palm near the building.

3. The pool, shade pavilion and landscaped courtyard. New construction bordering the south edge of the landscaped courtyard -- to the east of the Stuart Company building -- may project minimally into the courtyard, provided the protection:

    a) occurs above the ground level;
    b) does not substantially encroach the open space of the courtyard; and
    c) respects the integrity of the original landscape design and features of the site.

The southern (rear) portions of the original building (included as part of the National Register listing of the property) and portions of the building to the west of the of the atrium may also be removed to facilitate adaptive use and preservation of the more visible and architecturally significant portions of the building.



The pool and gazebo function as an extension of the interior lobby space.

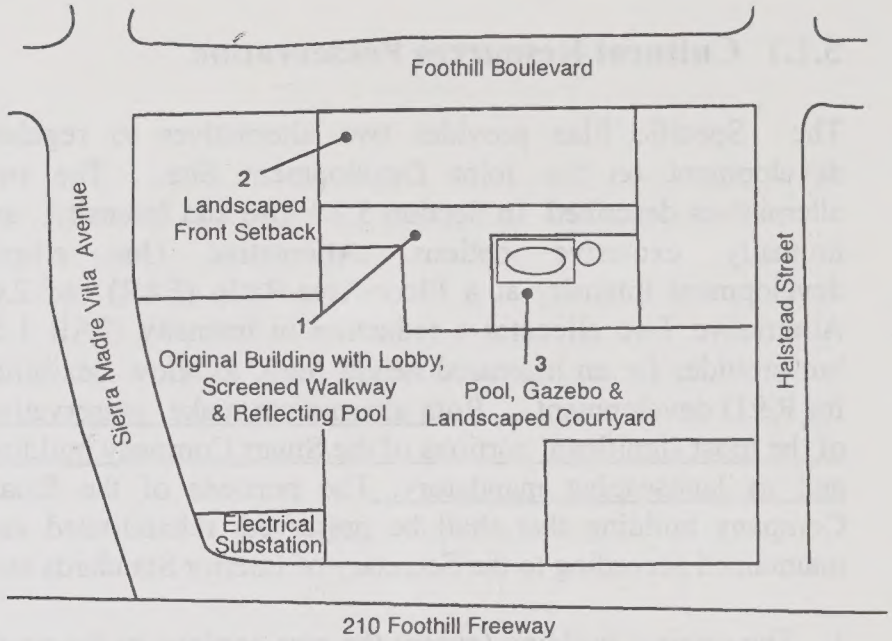
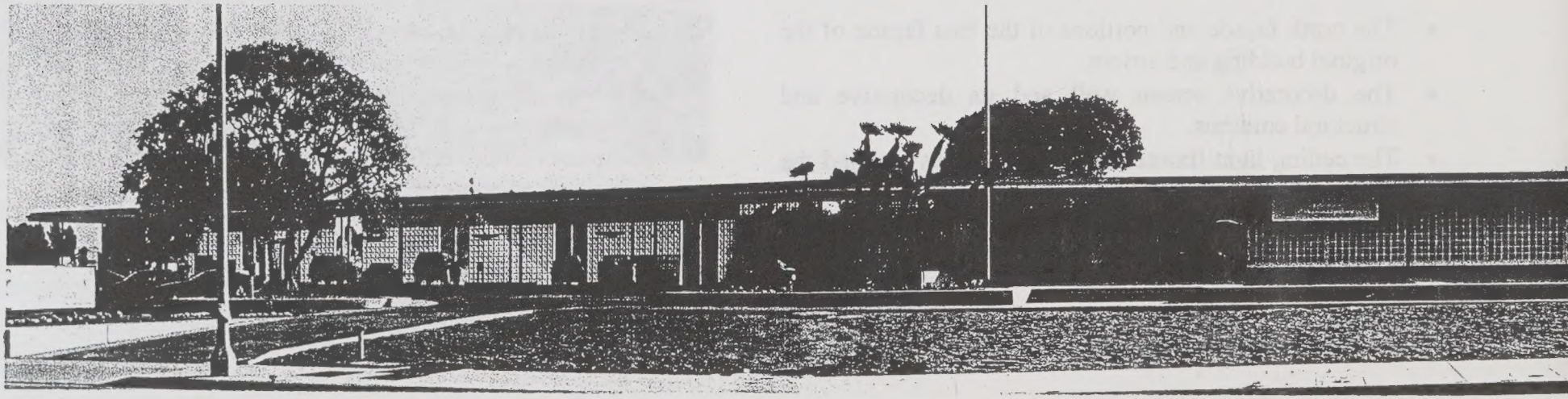


Figure 5-1.
Architectural and Historical Elements of The Stuart Company Building



The lacy concrete screen and hanging planters are "design trademarks" used by Edward Durrell Stone. The design of the grounds by noted landscape architect, Thomas D. Church is an integral part of the Stuart Building's unique image.

5.2 Design Standards with Joint Development

5.2.1 Use and Intensity

Land Uses

- A mix of uses including ground floor neighborhood retail, restaurants, day-care, offices and uses that would use parking during off-cycle time are encouraged.

- The southeast corner of Foothill Boulevard and Sierra Madre Villa is the priority site for the development of offices or research and development uses. with ground floor retail or other pedestrian-oriented uses is recommended (Figure 5-3).

- Other locations on the site along Foothill Boulevard, Sierra Madre Villa, and Halstead Street are appropriate for office uses as well.
- "Big Box" Retail is prohibited.

Intensity Options

-

  Alternative One

  Establishes an FAR of 2.0 with a height limit of 60 feet.

  Alternative Two

  Establishes an FAR of 1.5 and a height limit of 85 feet.

In order to accommodate high technology/R&D uses, an additional height of 25 feet (60 to 85 feet) is provided for this site. This additional height is provided because many R&D (technology and biotechnology) uses require floor-to-floor heights that are significantly greater than the floor heights for office and other commercial uses. This space is needed to accommodate air conditioning, venting and plumbing systems.

5.2.2 Stepbacks and Modulation on Foothill Boulevard

No specific stepbacks are required for a joint development project. A distinct stepback at or above 60 feet is recommended, along with appropriate articulation of the wall surfaces. No stepback below 60 feet will be required. The architectural treatment of the new construction shall be subject to review and approval by the Design Commission.

5.2.3 Length of Building Walls on East-West Axis

No specific length of building walls along its east and west axis applies to a joint development project. Architectural relief (e.g., wall modulations, pier-and -spandrel detailing, changes in materials and color) shall be applied to the exterior walls of the new construction to mitigate the length, height and massing of the structures. Specific architectural treatments to comply with this requirement shall be subject to review and approval by the Design Commission as part of concept anf final design review.

5.2.4 Pedestrian Access and Amenities

- A clear, direct pedestrian pathway system should be maintained which leads to the transit station from adjacent streets, major buildings, and areas between major buildings.

- The primary business entrances should be oriented to Foothill Boulevard or the landscaped setback in front of the preserved historic building.

- New buildings should be located as close to the property lines along the adjoining street as practical while complying with the ten-foot setbacks along Foothill Boulevard and Halstead Street. Large entryways that are integral to the design of the building may be setback more than ten feet.

- The setback area should be used for extending the width of the sidewalk, for shade trees, landscaping and pedestrian amenities such as benches, outdoor dining, planting, bicycle racks, transit shelters, etc.

- Parking along the Foothill Boulevard frontage should be minimized and, where possible, be located behind the buildings, closer to the freeway, or underground.

5.2.5 Streetscape

- The adjoining streets (Sierra Madre Villa Avenue, Foothill Boulevard, and Halstead Street) should be designed and constructed to the Design Standards and Guidelines outlined in Section 4. 0 and Section 7.0 Mobility.

- The Transit Plaza at the terminus of Halstead Street should be designed as outlined in Section 4.0 and constructed as part of the transit station. The Transit Plaza at the terminus of Halstead Street should be designed as outlined in Section 4.0 and constructed as part of the transit station will be a key component of auto and bus access to the SMV Transit Station south for Foothill Boulevard. The existing 40-foot street width and 60 foot right of way will not be able to carry the projected vehicular volume combining with bus layovers. Section 4.2.6 Halstead Street - South of Foothill Boulevard and Transit Plaza conceptualizes several ideal streetscape design. The feasibility of widening Halstead Street will be constrained by the right-of-way acquisition on either side of the street and needs to be further analyzed. -

- Special landscape treatments and pedestrian amenities should be provided at the intersections of Foothill Boulevard and Sierra Madre Villa Avenue, and Foothill Boulevard and Halstead Street.

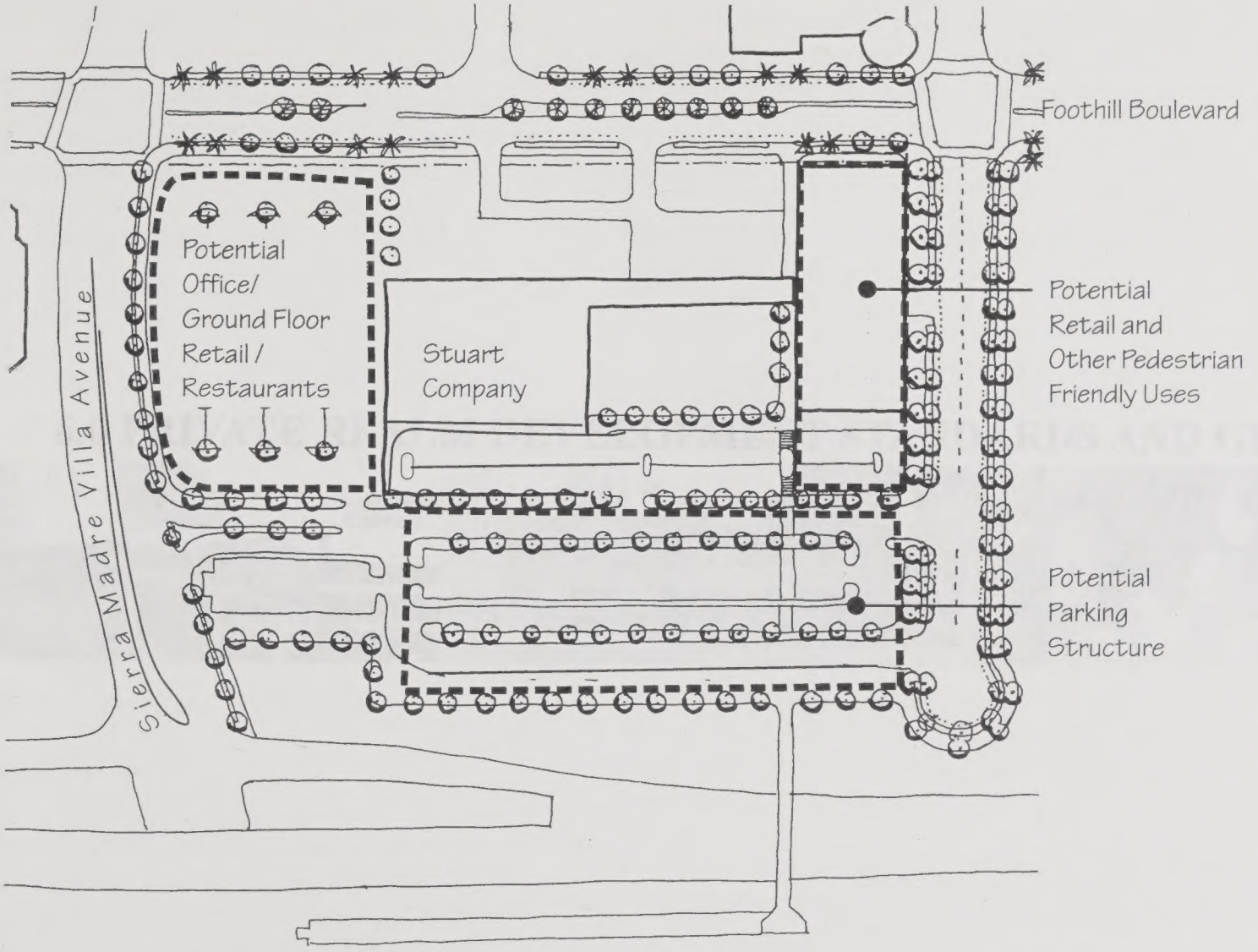
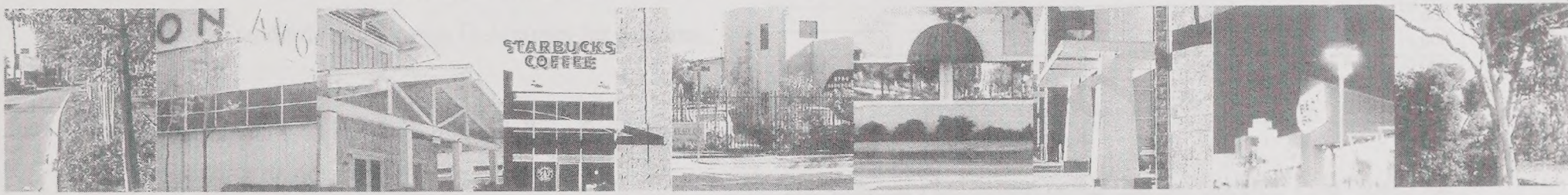


Figure 5-3.
Potential Key Joint Development Sites if Stuart Company is Preserved

6.0 PRIVATE REALM DEVELOPMENT STANDARDS AND GUIDELINES



6.0 PRIVATE REALM DEVELOPMENT STANDARDS AND GUIDELINES

The purpose of the Private Realm Development Standards and Design Guidelines is to define the requirements for the Private Realm, including its relationship to the Public Realm.

This chapter is organized as follows:

- Land Use
- Development Standards and Design Guidelines for Subarea d1
- Development Standards and Design Guidelines for Subarea d2
- Development Standards and Design Guidelines for Subarea d3
- Design Guidelines Applicable to all Subareas

6.1 LAND USE

The land use component is based upon requirements set forth in the Land Use Element of the Pasadena Comprehensive General Plan, City Zoning Code, community and Steering Committee input, a market analysis, and the overall vision set forth in Chapter 3.0.

6.1.1 The Pasadena General Plan

The Pasadena Comprehensive General Plan permits the addition of 1,200,000 square feet of industrial development, 775,000 square feet of General Commercial, 125,000 square feet of institutional and 400 residential units.

Table 6.1 indicates the new development permitted in the General Plan area by subarea.

Table 6.1
1994 GENERAL PLAN – NEW DEVELOPMENT PERMITTED

Subareas	Residential Units	Non-Residential (sq-ft)
d1	0	890,000
d2	400	1,175,000
d3	0	35,000
Totals	400	2,100,000

SOURCE: The Pasadena Comprehensive General Plan.

The General Plan recommends that the Specific Plan "focus on providing additional employment opportunities for the City by facilitating expansion of existing businesses and the development of new businesses." The intent of the General Plan for each subarea follows:

- For Subarea d1, encourage the continued use of the area as an industrial district with moderate amounts of office and commercial development.
- For Subarea d2, encourage additional industrial and office development with a limited amount of supporting retail/ commercial development. Until completion of the Specific Plan, discount retail/big box will not be considered in this

area.

- Transit-oriented development will be encouraged around the proposed light rail station.

- Manufacturing and offices are encouraged. An environmental park may be established. The range of uses permitted in an environmental park would include research and development, light manufacturing, and engineering laboratories. Supportive uses such as professional offices, eatery establishments, and childcare is encouraged.

- For Subarea d3, enhance the existing retail shopping center development and improve the pedestrian access between the separate developments. In addition, transit-oriented development will be encouraged and significant landscape improvements of parking lots are required with expansion of the existing retail centers.

6.1.2 Permitted Uses

Use Zones

Land use zones and permitted uses for the Specific Plan area implement the General Plan and the Land Use Concept and Strategy described in Chapter 3.0. The Specific Plan area is comprised of permitted land uses within five designated zones: General Industrial (IG), General Commercial (CG), Limited Commercial (CL), Commercial Office (CO), and Public/Semi-Public (PS). Figure 6-1 indicates the location of each zone in the Specific Plan area.

The city's zoning districts are modified for the Specific Plan area as shown in Figure 6.1 In Table 6.2, a parenthesis ( ) is shown where the Specific Plan land use different from existing zoning. In order to encourage research and development uses, such as biomedical and other technology-based industries and to allow for expansion of existing businesses of this type, a new permitted use category is created. This category is called Research and Development Businesses, such as biotechnology, new media and other technology businesses. Research and Development Businesses are permitted in the IG, CG and are conditionally permitted in the CL and CO zones.

Nonconforming Uses

The rules governing nonconforming uses shall be as contained in Chapter 17.76 of the Zoning Code.

6.1.3 Amount of Additional New Development Permitted

Consistent with the General Plan, the Specific Plan accommodates 2,100,000 sq-ft of development. The Specific Plan also accommodates the 400 housing units set forth in the General Plan, with an additional 100 housing units set out for live/work housing in Subarea d1, for a total of 500 housing units. To be able to achieve revitalization of the shopping areas in Subarea d3, the Specific Plan recommends that slightly more development than designated by the General Plan be accommodated in Subarea d3. In other words, the Specific Plan recommends adding 25,100 square feet in Sub-area d3 for a total of 60,100 square feet.

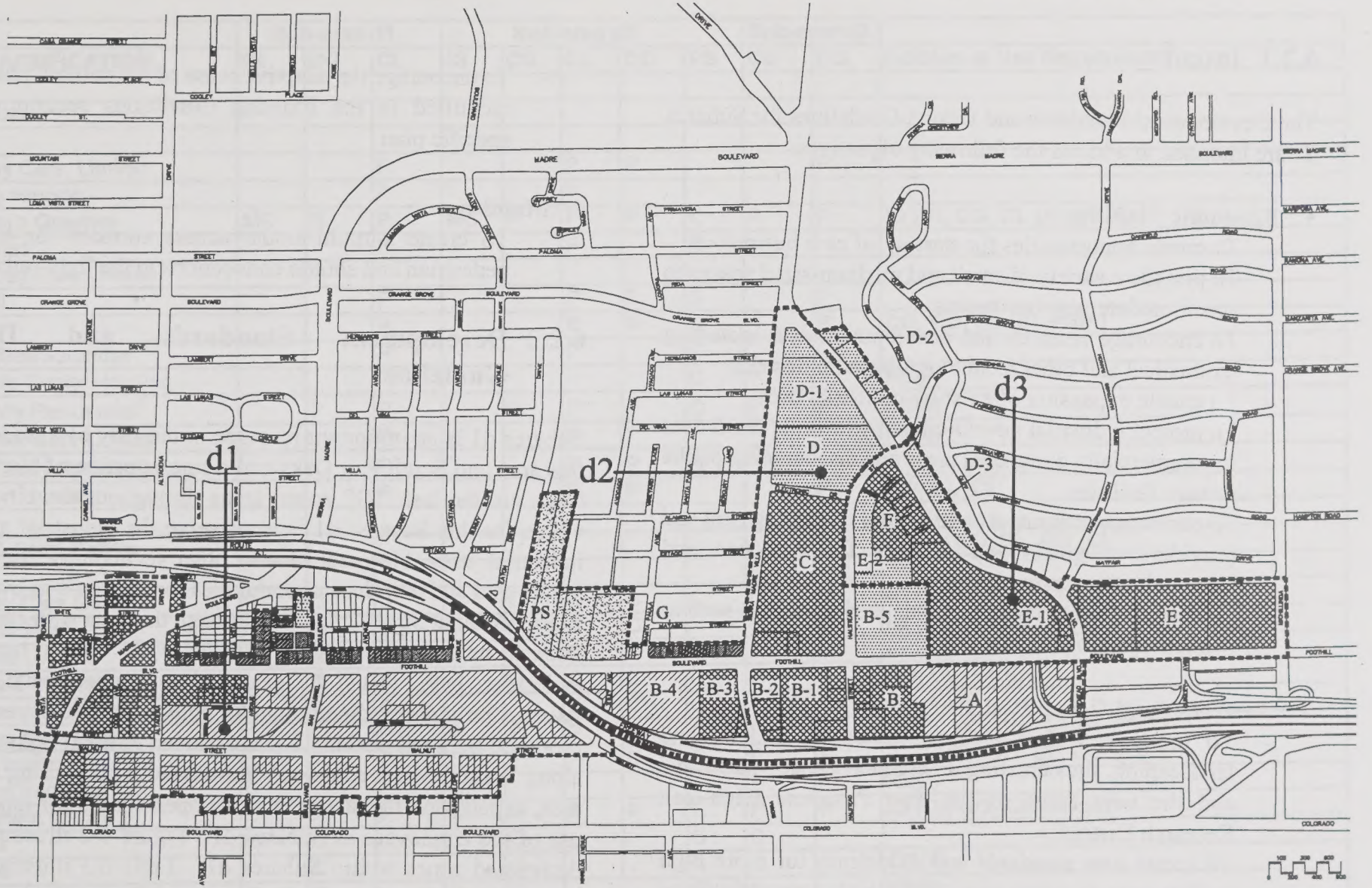


Figure 6-1.
Specific Plan Land Use Designations and Planning Areas

6.2 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d1

6.2.1 Intent

The Development Standards and Design Guidelines for Subarea d1 are intended to address the following objectives:

- **Economic Viability**
  - To create opportunities for start-up of new businesses
  - To provide a variety of small and medium-sized spaces to accommodate new businesses
  - To encourage research and development uses including biomedical and other technology-based industries
  - To enable expansion of existing industrial uses
  - To protect industrial development by limiting retail uses to commercially designated areas and discouraging public storage facilities
  - To encourage artisans as contributors of employment and providers of goods and services for Pasadena and surrounding communities
  - To encourage entertainment associated industries such as sound stages

- **Aesthetics and Urban Design**
  - To improve Walnut Street with curbs, gutters, and landscaping, thus creating a new landscaped "parkway" and the new focus of the East Pasadena High-tech Research District
  - To create new standards and guidelines for more high quality, attractive auto repair and vehicle storage facilities
  - To increase the landscaping along Foothill Boulevard and other mobility corridors
  - To encourage the adaptive reuse of the cultural resources identified in the Existing Conditions section of the specific plan

- **Mobility**
  - To create a multi-modal access corridor for bicycle, pedestrian and shuttle connections to the light rail station

6.2.2 Development Standards and Design Guidelines

Subarea d1 is an important resource in the City of Pasadena, as this area and South Fair Oaks and a small portion of North Fair Oaks are the last "IG" zoned areas throughout the city. The vision for this Subarea d1 is to preserve the industrial area for industrial uses, bio-medical and other technology uses, new media uses and introduce opportunities for Artisan's in live/work spaces. Walnut Street, improved through this area with curbs and gutters, new landscaping, a bicycle path, and a tree-lined pedestrian path, would be extended to connect with Titley Avenue, providing a direct route for employees in the area to the proposed light rail station. The abandoned railroad right-of-way along Walnut Street could be redeveloped with parking for the area, expansion of business or small open spaces for lunchtime use of the employees in Subarea d1. Figure 6-2 illustrates the designated zones within Subarea d1. Table 6.3 illustrates the Private Realm Development Standards and Design Guidelines for Subarea d1.

EAST PASADENA SPECIFIC PLAN DISTRICT - LAND USE REGULATIONS

	Sub-area d1			Sub-area d2					Sub-area d3		
USE CLASSIFICATION	**IG**	**CG**	**CL**	**IG**	**CG**	**CL**	**CO**	**PS**	**CG**	**CO**	**Additional Use Regulations***
Residential											
Adult Day Care, Limited			P			P	P			P	
Boarding Houses			P			P					
Caretaker's Quarters	MC	P	P	MC	P	P	P	C	P	P	**IG** (B); **CG, CL** (A); **PS**(A)
Dormitories			P			P		C			
Family Day Care: Home											
Small			P			P	P	C		P	
Large			P			P	P	C		P	**CG, CO, CL** (B); **PS**(F)
Fraternities/Sororities			P			P		C			
Affordable Senior Housing								C			**PS**(P)
Multifamily Residential[2]		P	P		P	P	P	C	P	P	**PS**(B)
Residential Care Limited			P			P	P			P	**PS**(B)
Single Family Residential			P			P	P	C			
Transition Housing			P			P	P			P	**CO, CL** (C)
Public & Semi Public											**IG** (T); **CO, CL, CG** (D)
Adult Day Care General	C	C	C	C	C	C	C	C	C	C	**IG** (C); **CO, CL, CG** (E)
Charitable Institutions	C	C	C	C	C	C	C		C	C	**IG** (C); **CO, CL, CG** (E)
Clubs and Lodges	C	P	C	C	P	C	C	C	P	C	**IG** (E)(P); **CO, CO, CG** (F)(G)(H); **PS**(B)
Colleges & Universities		C	C		C	C	C	C	C	C	**CO, CL, CG**(E)
Convalescent Facilities			C			C	C	C		C	**CO, CL**(E)
Child Day Care Center	C	P	P	P	P	P	P	C	P	P	**IG**(C); **CO, CL, CG**(B); **PS**(F)
Cultural Institutions	C	P	C	C	P	P	P	C	P	P	**IG** (C)(E); **CO, CL, CG** (E)(F)
Detention Facilities	C										**IG**(C)
Government offices	C	P	P	C	P	P	P	C	P	P	**IG** (C); **CO, CL, CG** (E)
Heliports	C	C		C	C			C	C		
Hospitals		C			C			C	C		**CG**(E)
Maintenance & Service	C	C		C	C			C	C		**PS**(B)
Facilities											

EAST PASADENA SPECIFIC PLAN DISTRICT - LAND USE REGULATIONS

	Sub-area d1			Sub-area d2					Sub-area d3		
USE CLASSIFICATION	**IG**	**CG**	**CL**	**IG**	**CG**	**CL**	**CO**	**PS**	**CG**	**CO**	**Additional Use Regulations***
Park & Recreation Facilities	C	C	C	C	C	C	C	C	C	C	
Public Safety Facilities	C	C	C	C	C	C	C	C	C	C	**IG** (C);**CO, CL, CG** (E)
Religious Assembly		P	P		P	P	C	C	P	C	**CO, CL, CG**, (E); **PS**(K)
w/Columbarium		P	P	C	P	P	C	MC	P	P	**CO, CL, CG**(I); **PS**(L)
w/ Temp. Homeless Shelter		P	P		P	P	C	C	P	C	**CO, CL, CG**, (J); **PS**(M)
Residential Care, General			C			C	C	C		C	**CO, CL**(E)
Shools, Public or Private		C	C		C	C		C	C		**CO, CL, CG**(E)(K); **PS**(O)
Transportation Terminals	C	C		C	C[1]			C	C		
Utilities, Major	C	C	C	C	C	C	C	C	C	C	
Utilities, Minor		P	P	P	P	P	P	P	P	P	
Commercial											Commercial(D)(F)(L)(M)(N, Industrial (E)(F)(T)
Adult Businesses		E			E				E		**CG**(O)(P)
Ambulance Services	P	P		P	P				P		
Animal Sales and Services:											
Animal Boarding	P	P		P							
Animal Grooming	P	P	P	P	P	P			P		
Animal Hospitals	P	P		P							
Animals, Retail Sales	P	P	P	P	P	P			P		
Auto Washing & Detailing	C	C		C	C	C					**IG**(K)(V); **CL, CG** (Q)(R)
Small Scale	P	P	P	P	P	P		P	P		**IG**(V)(Z); **CL, CG** (R)(S); PS(N)
Banks and Savings & Loans	P	P	P	P	P	P	C	P	P		
W/Walk-Up Service	P	P	P	P	P	P	C		P		**IG**(G); **CG, CL, CO** (T)
Bars or Taverns	C	C	C	C	C	C		C	C		**PS**(D)
W/Live Entertainment	C	C	C	C	C	C		C	C		**PS**(D); **IG**(I); **CG**(U), CL(U)
Building Materials & Service	P	P		P	P[1]						
Catering Services	P	P	P	P	P	P			P		**IG**(P);**CG, CL** (G)
Commercial Entertainment		E		E	E	E			E		**IG**(I)(L)(P); **CG, CL**, (P)(U)(V)
Commercial Printing	P	P	C	P	P	C			P		
Commercial Printing, Limited		P	P		P	P	C		P		

EAST PASADENA SPECIFIC PLAN DISTRICT - LAND USE REGULATIONS

	Sub-area d1			Sub-area d2					Sub-area d3		
USE CLASSIFICATION	**IG**	**CG**	**CL**	**IG**	**CG**	**CL**	**CO**	**PS**	**CG**	**CO**	**Additional Use Regulations***
Commercial Recreation		C	C	C	C	C			C		**IG(H)(I)(P); CG, CL (P)(U)(V)**
Communications Facilities	P	P		P	P				P		
Small Scale	P	P	P	P	P	P			P		
Drive-Thru Businesses	C	C	C	C	C	C			C		**IG(A); CG, CL(Y)**
Emergency Shelters	MC	MC		MC	MC				MC		
Firearm Sales	C			C							
Food Sales		P	P		P	P	P		P	P	
W/Beer & Wine Sales		C	C		C	C	C		C	C	
W/Full Alcohol Sales		C	C		C	C	C		C	C	
Horticulture, Limited	P			P		P			P		
Laboratories	P	P	P	P	P	P	P		P	C	
Maintenance & Repair Services	P	P	P	P	P	P			P		
Mini-Malls		C	C			C					**CL, CG(Z)**
Mortuaries	P	P		P	P				P		
Nurseries		P	C		P	C			P		
Offices:											
Business & Professional	P	P	P	P	P	P	P	C	P	P	
Medical	P	P	P	P	P	P	P	C	P	P	
Pawnshops		P			P				P		
Personal Improvement Services	P	P	P	P	P	P	MC		P		
Personal Services	P	P	P	P	P	P	MC		P		
Professional, Business &											
Trade Schools	P	P	P	P	P	P	MC		P		
Recycling Centers											**IG(R); CG, CO, CL(AA)**
Small Collection Facilities	MC	MC	MC	MC	MC	MC	MC		MC	MC	
Large Collection Facilities	C	C		C	C						
Research & Development-Office	P	P	P	P	P	P	P			P	
Restaurants	C	P	P	P	P	P	C	P	P		**IG(J); CG,CO,CL(BB)**
W/Beer & Wine Service	C	C	C	C	C	C	C	C	C		
W/Full Alcohol Service	C	C	C	C	C	C	C	C	C		
W/Live Entertaiment	P	P	P	P	P	P		P	P		

EAST PASADENA SPECIFIC PLAN DISTRICT - LAND USE REGULATIONS

	Sub-area d1			Sub-area d2					Sub-area d3		
USE CLASSIFICATION	IG	CG	CL	IG	CG	CL	CO	PS	CG	CO	Additional Use Regulations*
Restaurants, Take-Out	P	P	C	P	P	C	C	C	C		IG(J)(O); CG, CL(BB)(CC)
W/Beer & Wine Service	C	C	C	C	C	C	C	C	C		
W/Full Alcohol Service	C	C	C	C	C	C	C	C	C		
W/Live Entertainment	P	P	P	P	P	P		P	P		
Retail Sales	P	P	P	P[3]	P	P	C	C	P	C	
Secondhand Appliance &	P	P		P	P				P		CG(DD)
Clothing Sales											
Single Room Occupancy		P			P				P		CG(EE)
Swap Meets	C	C		C	C			C	C		
Vehicle/Equipment Sales,											
Leasing & Services											
Automobile Rentals	P	C	C	C	C	C			C		
Comm. Off-Street Parking	P	P	P	P	P	P	P		P	P	
Service Stations	C	C	C	C	C	C			C		IG(K)(P); CG, CL (Q)(FF)
Vehicle/Equip. Repair	MC	C	C								CG(GG)
Vehicle/Equip. Sales,	C	P		C							CG(GG)
Leasing & Rentals											
Vehicle Storage	C	C		C		C					
Visitor Accommodations:											
Bed & Breakfast Inns		P			P	P	C		P	C	CO,CL,CG(G)
Hotels & Motels		P		P	P				P		IG(P)(S); CG(G)(HH)
Warehouse & Storage	C			C							
Small-Scale	P	P	P	P	P	P			P		
Wireless Telecommunication											
Antenna Facility:											
Minor	MC	MC	MC	MC	MC	MC	MC	MC	MC	MC	IG(X); CO, CL,CG(II)
Major	C	C	C	C	C	C	C	C	C	C	IG(X); CO, CL,CG(II)

EAST PASADENA SPECIFIC PLAN DISTRICT - LAND USE REGULATIONS

	Sub-area d1			Sub-area d2					Sub-area d3		
USE CLASSIFICATION	IG	CG	CL	IG	CG	CL	CO	PS	CG	CO	Additional Use Regulations*
Industrial											IG(E)(F)(T); CO, CL,CG(D)(F)(L)(M)(N)
Industry, Standard[4]	P			P							
Industrial, Restricted	P	C		P	C				C		
Small-Scale	P	P	P	P	P	P					
Live/Work Units[5]	C	C	C	C	C	C			C		
Wholesale, Distrib. & Storage	P	C		P	C				C		
Small-Scale	P	P		P	C	C			C		
Research & Development - Lab	P	P	C	P	P	C	C			C	
Accessory											
Accessory Uses	P/C	P/C	P/C	P/C	P/C	P/C	P/C	P/C	P/C	P/C	
Accessory Antenna Array	P	P	P	P	P	P	P		P	P	
Home Occupations	P	P	P	P	P	P	P		P	P	IG(Y); CO, CL, CG (JJ)
Temporary											
Animal Shows	TC	TC		TC	TC			TC	TC		IG(M); CG(KK)
Auto Washing	P	P	P	P	P	P		P	P	P	
Circuses & Carnivals	TC	TC	TC	TC	TC	TC		TC	TC		IG(M); CL, CG(KK)
Farmers' Market	TC	TC	TC	TC	TC	TC	TC	TC	TC	TC	IG(M); CO, CL,CG(KK)
Filming, Short-Term	C	C	C	C	C	C	C	P	C	C	
Filming, Long-Term	P	P	P	P	P	P	P	C	P	P	
Live Entertainment	TC	TC	TC	TC	TC	TC		TC	TC		IG(M); CL, CG(KK)
Religious Assembly	TC	TC	TC	TC	TC	TC			TC		IG(M); CL, CG(KK)
Retail Sales, Outdoor	TC	TC	TC	TC	TC	TC			TC		IG(M); CL, CG(KK)
Seasonal Merchandise Sales	P	P	P	P	P	P			P		IG(W); CL, CG, (LL)
Street Fairs	P	P	P	P	P	P	P		P	P	CO, CL, CG(KK)

EAST PASADENA SPECIFIC PLAN DISTRICT - LAND USE REGULATIONS

	Sub-area d1			Sub-area d2					Sub-area d3		
USE CLASSIFICATION	IG	CG	CL	IG	CG	CL	CO	PS	CG	CO	Additional Use Regulations*
Swap Meets, Nonrecurring	TC	TC	TC	TC	TC	TC			TC		IG(M); CL, CG(KK)
Tents	TC	TC	TC	TC	TC	TC	TC	TC	TC	TC	IG(M), CO, CL, CG(M)
Nonconforming Uses,											CO, CL, CG(MM)
Structures and Signs											

[1]South of Foothill Boulevard

[2]Multifamily Residential permitted for 32-48 dwelling units per acre

[3] As an accessory use only

[4] No auto dismantling is permitted

[5]CUP required until completion of the City-wide Revised Zoning Code; the Zoning Administrator and Building Official will apply appropriate conditions for development until development standards are prepared for this use.

*These additional land use regulations are located in Chapter 17 of the Pasadena Municipal Code - IG - Industrial Distrct - 17.32.030, CO, CL, and CG Commercial Distrct - 17.28.030, and PS Public an dSemi-Public Space - 17.40.040.

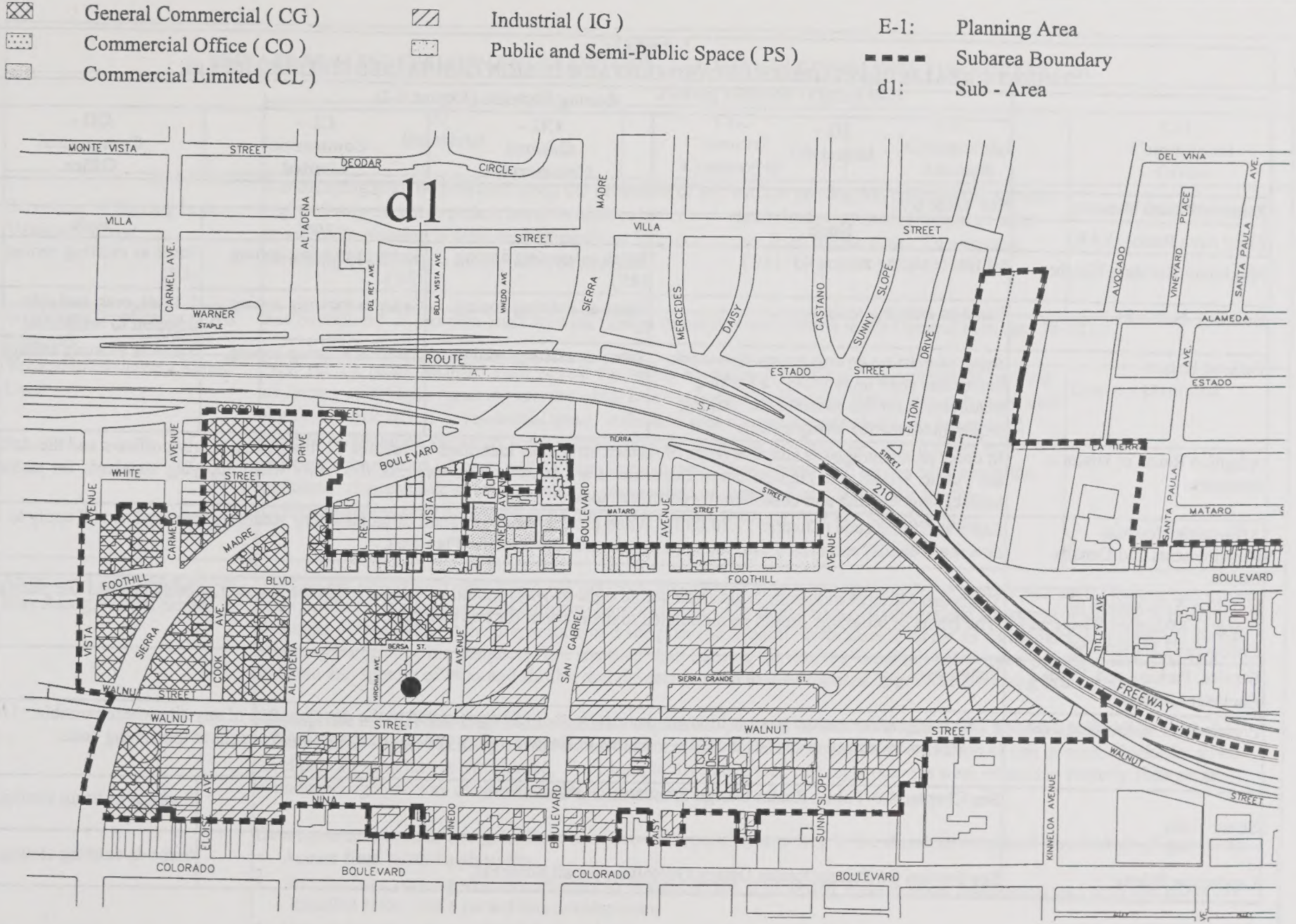


Figure 6-2.
Designated Zones in Subarea d1

Table 6.3 PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d1				
	Zoning Districts (Figure 6-2)			
	IG - Industrial	**CG - General Commercial**	**CL - Commercial Limited**	**CO - Commercial Office**
Permitted Land Uses	See Table 6.2.			
Floor Area Ratios (FAR)	None	none	none	none
Maximum Building Heights	60 feet (existing zoning 45'-110').	Same as existing zoning (45').	Same as existing zoning (36').	Same as existing zoning (45').
Building Setbacks	Same as existing zoning.	Same as existing zoning.	Same as existing zoning.	5' front, rear, and side. 10' adjacent to residential.
Parking Ratios	Same as existing zoning except live-work businesses shall include only a parking requirement for the business (no parking requirement for the living space).	Same as existing zoning.	Same as existing zoning.	Same as existing zoning.
Adaptive Reuse of Historic Structures	In order to encourage the adaptive reuse of historic structures identified in Subarea d1, the zoning hearing officers and the staff of the Public Works and Transportation Department are authorized to exercise flexibility when applying standards for parking, landscaping, loading and conditionally permitted uses.			
Affordable Housing Requirements and Density Bonus	Same as zoning code (Chapter 17.70.030). When the City-wide program of inclusionary zoning is approved it will apply to new multi-family and mixed use residential projects in the Specific Plan area.			
Building Articulation to Preserve Mountain Views and Encourage Landscaping	The preservation of mountain views from public right-of-ways should be considered in the massing of buildings and site planning. The fronts of buildings should be modulated to make room for tree canopies.			
Service, Parking and Trash Enclosure Access	Figure 6-3.			
Preservation of Existing Trees	• Existing native mature trees, which are distinctive should be preserved in the development of any site where possible. Trees will be addressed as part of the City-wide tree ordinance policy update and discussed throughout the zoning code.			
Street Trees	See Chapter 4.0 Public Realm Design Standards and Guidelines.			Same as existing zoning.
Landscape Palette	See Section 6.5 Private Realm Design Guidelines for all Subareas.			Same as existing zoning.

Table 6.3 PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d1				
	Zoning Districts (Figure 6-2)			
	IG - Industrial	CG - General Commercial	CL - Commercial Limited	CO - Commercial Office
Screening of Parking Lots, Vehicle Storage	Landscaping shall be provided along the perimeter of any surface parking lot, which abuts a public right-of-way except at pedestrian or vehicle entrances. A shrub, hedge; or masonry wall or other device with planting in front shall partially or fully screen cars from public view. To eliminate screening of parking, a MCUP shall be required.			Same as existing zoning.
Guidelines Applicable to All Subareas	See Section 6.5 of this plan and Citywide Design Principles and Criteria in the General Plan (pp. 58-62).			
Vehicular/Equipment Repair Uses	New vehicle repair facilities shall be entirely within an enclosed building(s) and overnight parking or storing of vehicles receiving services shall be in an enclosed building. Repair bay entrances shall not face public streets or residential areas. Adequate area for parking of vehicles to be repaired shall be provided on site or on another site owned or leased for that purpose. A minimum of 5-gallon shrubs spaced 10' apart and 24" box trees spaced 25' on center shall be provided along the perimeter of any public street to partially screen views of damaged cars and repair facilities. Driveway access shall be limited to no more than one 20' wide curb cut per 50' wide parcel.			Uses not permitted.
Abandoned Railroad Right-of-Way Along Walnut Street	This vacant rail right-of-way which has not been sub-divided affords the opportunity to master plan each block as one project and coordinate the development with city improvements of Walnut Street. No permanent structures or parking is permitted in this right-of-way without the preparation of a site plan and Walnut Street elevations for an entire block and approval by the Planning Director or his designee. The site plan shall indicate the use, the location of structures, proposed curb cuts, the location and species of trees and shrubs, and the relationship to the proposed improvements along Walnut Street. Appropriate uses for this area include business expansion, parking, or live/work spaces. As additional parking is needed in Subarea d1 to support existing industrial development and business expansion, the creation of one or more blocks for a two-level parking structure is encouraged. For example, five attractive parking structures were created in Beverly Hills on an abandoned right-of-way of similar width (Figure 6-4). Development standards and guidelines for a two-story parking structure in the abandoned right-of-way include (Figure 6-4): • Access from north-south streets • No yard for a parking structure adjacent to Walnut Street, if proposed Walnut Street landscaping and curb and gutter are installed prior to or a part of this development. • One- or two-way access from block-to-block • Up to 5' of the Walnut right-of-way could be used for the parking structure to accommodate architectural articulation and			

Table 6.3 PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d1				
	Zoning Districts (Figure 6-2)			
	IG - Industrial	CG - General Commercial	CL - Commercial Limited	CO - Commercial Office
	extensive landscaping. • A decorative facade facing Walnut Street with architectural interest and detail • Planting at least 3'6" high along the edge of the Walnut Street right-of-way. This planted area may be within the abandoned railroad right-of-way or in the 5' strip of Walnut Street planned for trees and landscaping adjacent to the abandoned right-of-way. • If a parking structure is constructed before Walnut Street improvements, the future planned curb and gutter, landscaping and decorative lighting along Walnut Street shall be provided. Development standards and guidelines for live/work housing and other uses include: • No yard for a building adjacent to Walnut Street if proposed Walnut Street landscaping, curb and gutter are installed. • Surface parking along Walnut Street shall follow guidelines below. • Adequate parking according to zoning shall be provided for the business. • An attractive facade along Walnut Street. • Compliance with any future City requirements for live/work spaces. Development standards and guidelines for surface parking include: • A 5' landscaped yard in front of 3'6" wall to screen parking from Walnut Street. • If the proposed Walnut Street improvements are installed, the 3'6" wall may be constructed at the property line.			

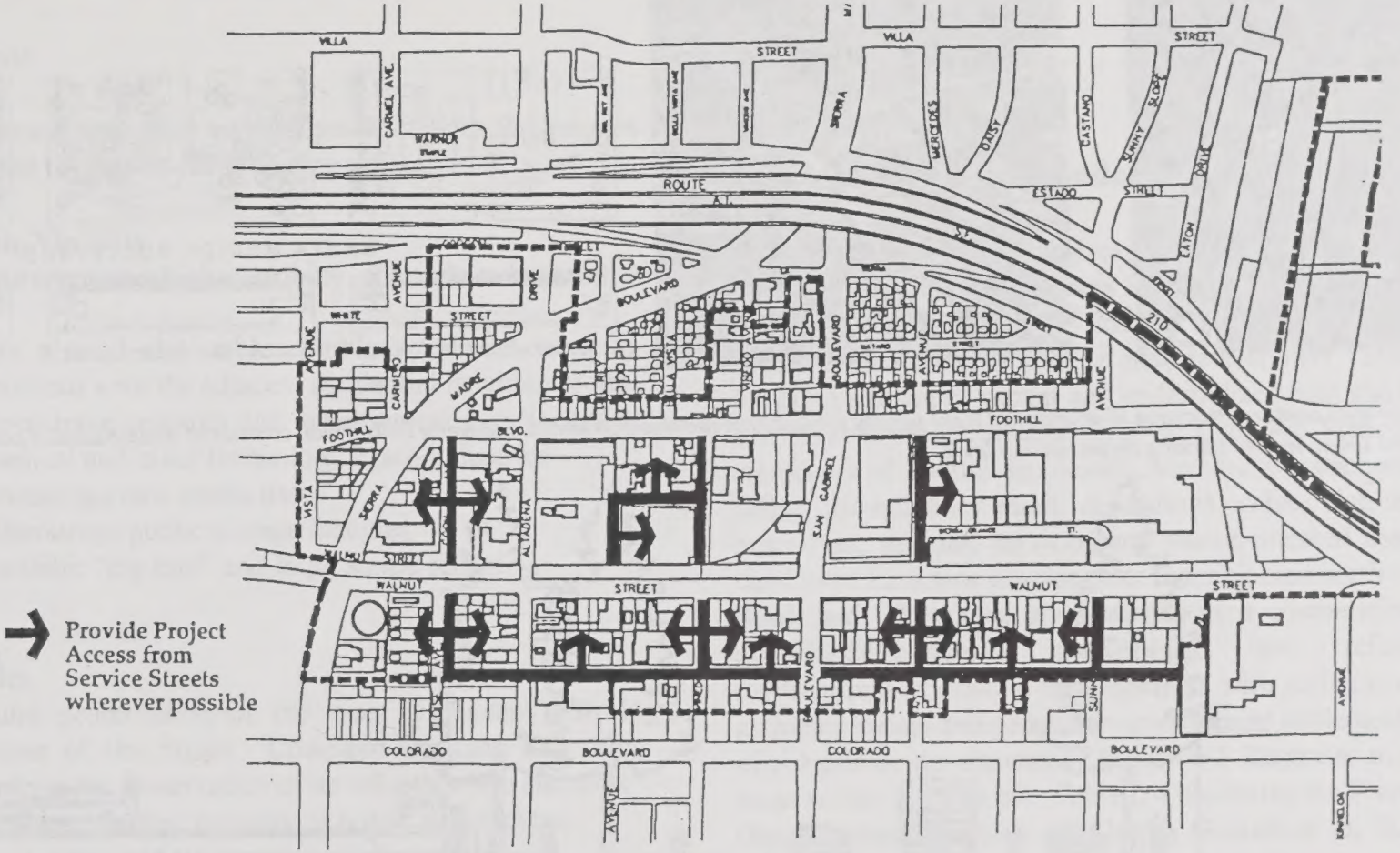
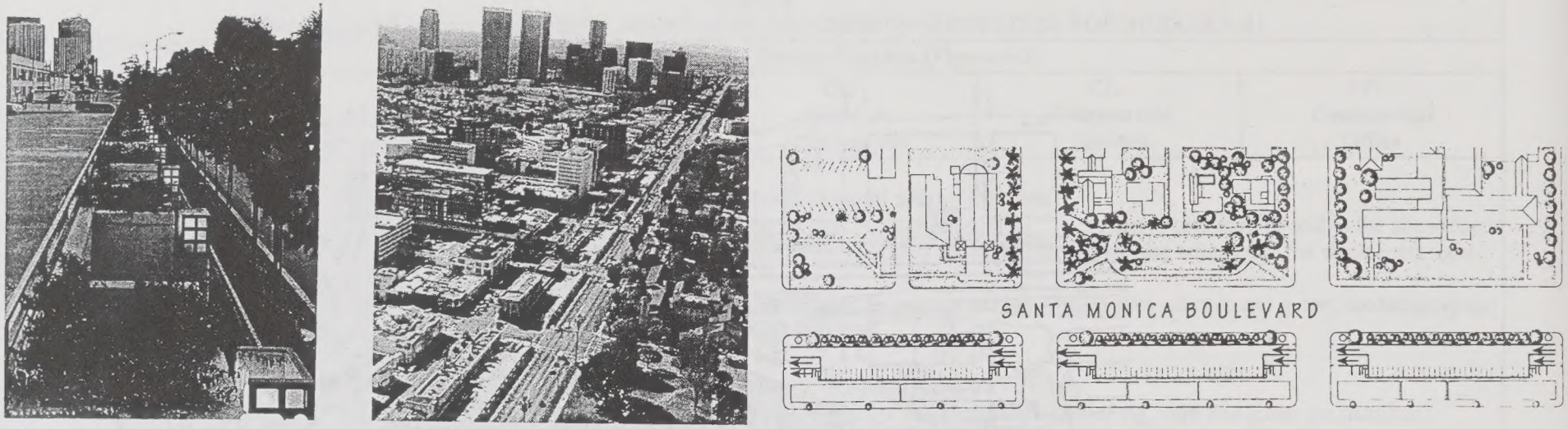


Figure 6-3.
Conceptual Service Access for Subarea d1



Five two-level parking structures in abandoned right-of-way along Santa Monica Boulevard in Beverly Hills which consists of double-loaded parking on the ground level and single-loaded parking on the second level.

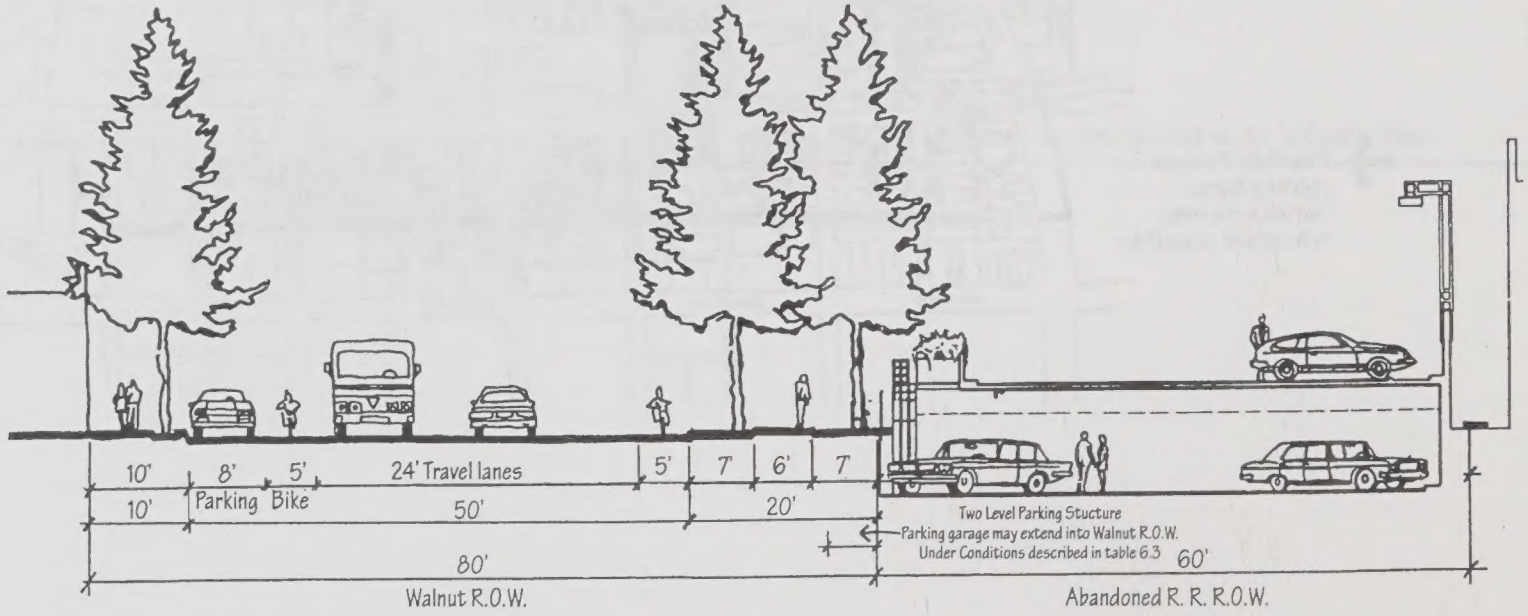


Figure 6-4.
Guidelines for Parking Structure in Abandoned Railroad Right-of-Ways

6.3 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d2

6.3.1 Intent

The Development Standards and Design Guidelines for Subarea d2 are intended to address the following objectives:

- **Economic Viability**
  - Encourage uses which contribute jobs and tax base to the city
  - Create a retail and employment environment which is harmonious with the adjacent residential neighborhoods
  - To encourage research and development uses including biomedical and other technology based industries
  - To encourage new media uses
  - To discourage public storage facilities
  - To prohibit "big box" and large single tenant

- **Aesthetics**
  - Require preservation of the most significant historic portions of the Stuart Company Building and offer incentives for preservation of its other historic elements
  - Create an attractive network of public streetscapes
  - Require enhanced landscaping of all parking areas

- **Mobility**
  - Support the use of light rail
  - Provide opportunities for circulation without a car, i.e., pedestrians, bicycles or buses
  - Mitigate traffic impacts of development

6.3.2 Development Standards and Design Guidelines

Subarea d2 is anticipated to experience the greatest degree of change within the East Pasadena Specific Plan area during the next ten years. The area south of Foothill Boulevard is anticipated to absorb the largest amount of net new development. This is due to the large amount of vacant and underutilized land and buildings, and the anticipated construction of the Light Rail Station. For this area south of Foothill Boulevard, mixed-use is encouraged with office, ground floor retail, restaurants, cafes, high-technology businesses, personal services, and transit-oriented uses such as childcare. Less new development is anticipated north of Foothill Boulevard. This area is envisioned as a combination of new office/retail/residential development and refurbishment/ revitalization of existing developments with an improved public gathering spaces and pedestrian environment implemented as part of the private development. Figure 6-5 illustrates the planning areas within Subarea d2. Table 6.4 illustrates the Private Realm Development Standards and Design Guidelines for Subarea d2.

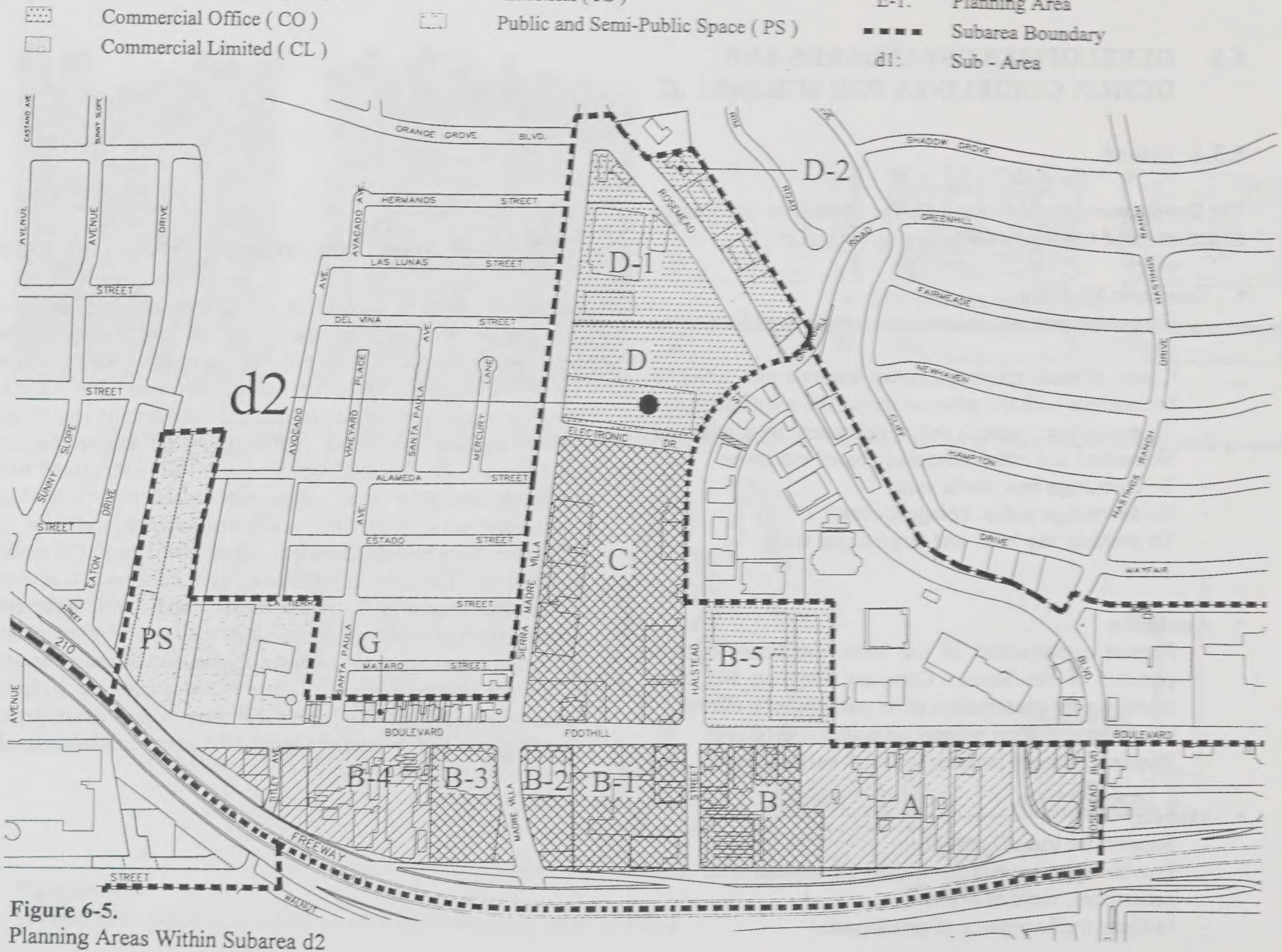


Figure 6-5.
Planning Areas Within Subarea d2

Table 6.4
PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d2

	Zoning Districts (Figure 6-4)							
	$IG_{A,B-4}$	$CG_{B,B-1,B-2,B-3}$	CO_{B-5}	CG_C	CL_G	$CO_{D,D-1}$	CO_{D-2}	PS
Permitted Land Uses	See Table 6.2.							
Maximum Floor Area Ratios (FAR).* See Table 6.4a below See Chapter 5	1.20*	2.00*	1.50*	0.40*	1.00*	1.20*	0.50*	
Floor Area Bonuses (to encourage transit-oriented and mixed-use development)	· 1.0 additional gross SF of retail space shall be allowed for each 1.5 gross SF of residential space constructed. · 5 additional gross SF of retail space shall be allowed for each 1 gross SF of child or elderly care space constructed.							
Affordable Housing Requirements and Density Bonus	Same as zoning code. When the City-wide program for inclusionary zoning is approved it will apply to new multi-family and mixed use residential projects in the Specific Plan area.							
Maximum Heights (Figure 6-6) - *See Chapter 5.0	60'	60'*	56'	40'	36'	40-56'	32'	32'
Minimum Building Setbacks (same as zoning ordinance except)	· 10' along Halstead Street · 10' along Foothill Boulevard, except 0' on the north side of Foothill Boulevard in the CL zone · Sub-area d2 on the east side of Sierra Madre Villa - 10' south of Foothill Boulevard and 20' north of Foothill Boulevard .							
Transition to Transit-Oriented Development	Conceptual site plan and cross-sections submittal for approval of projects.	Not applicable.						
Collective Off-Cycle Parking (shared parking)	. See Chapter 17.68.040 Shared Parking or Loading							
Residential Development Standards	Standards will vary according to location and allocations of density bonuses for affordable housing and/or transit-oriented development. Standards which may be applicable will include RM-32, RM-48, and RM-60. When the City-wide program of inclusionary zoning is approved it will apply to new multi-family and mixed use residential projects in the Specific Plan area.							
Density of Multi-Family Housing	Multi-family residential permitted in all CO areas and CG areas north of Foothill Boulevard at 32 to 48 dwelling units per acre, except within the quarter mile of TOD areas, densities up to 60 units per acre will be permitted. . When the City-wide program of inclusionary zoning is approved it will apply to new multi-family and mixed use residential projects							
Landscaping	A minimum of 15% of properties zoned CG and CO will be maintained in planting. All landscaping areas shall be provided with a permanent underground automatic irrigation system. Front yards, side yards adjacent to the street, side and rear yards, and pedestrian connections are to receive particular attention to landscape design. Front setbacks shall be landscaped compatible with adjacent streetscape designs							
Service, Parking and Trash Enclosure Access	See Figure 6-7.							
Character of the Public and Private Realms Interface	As indicated in Figure 6-7, 50% of the Key Streetscape Frontages are required to have: · New buildings set at the minimum property setback along Halstead Street and Foothill Boulevard. · New building edges at this setback to have retail · New building edges at this setback to have retail display or entrances, outdoor dining or public art in form such as a mural, sculpture or other artwork approved by the Arts. · No service or trash enclosure access along the key streetscape frontages.							

Table 6.4 PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d2								
	Zoning Districts (Figure 6-4)							
	$IG_{A,B-4}$	$CG_{B,B-1,B-2,B-3}$	CO_{B-5}	CG_C	CL_G	$CO_{D,D-1}$	CO_{D-2}	PS

1 South of Foothill Boulevard, the maximum height shall be measured from the south side of Foothill Boulevard (Figure 6-6).

Building Articulation to Preserve Mountain Views, Solar Access and Pedestrian Scale	**Preservation of Mountain Views.** The preservation of mountain views from the 210 freeway to the north is accomplished by limiting the length of any building over 30 feet in height to 150 feet along its east-west axis. A minimum of 100 feet between building-elements over 40 feet is also recommended (Figures 6-8 and 6-9).– See Chapter 5.0 Design Guidelines for the Transit Station. Preservation of mountain views from the street level and the lower levels of multi-story buildings is accomplished by a 40-foot maximum building height , specified for the first twenty feet of property behind the required setback on the north and south of Foothill Boulevard.–**Solar Access to the Public Realm.** Solar access is assured by the required stepping and modulation of building heights indicated in Figure 6-8 and described above. See Chapter 5.0 for a discussion regarding the Light Rail Station Site. **Pedestrian Scale.** The guidelines noted above, which preserve the mountain views and solar access will also create a pleasant, pedestrian-oriented massing to the buildings along Foothill Boulevard. These massing modulations in combination with the requirements for functionally or active streetscape edges noted in Figure 6-7, and the adequate width of the pedestrian promenade will create a pleasant and interesting pedestrian environment.
Pedestrian Connections Between Public and Private Realms	In order to obtain a good pedestrian flow between the Private and Public Realms, private developments shall provide pedestrian access to Halstead St. and Foothill Blvd. (At least once per development project, and at least once per each 100 feet of project frontage on these Public Realm Streetscapes.)
Pedestrian Connections	Figure 6-7 indicates a desired pedestrian pathway from the Halstead/Foothill intersection leading northeast.
Preservation of Existing Trees	Existing native and heritage trees should be preserved in the development of any site where possible. Trees will be addressed as part of the City-wide tree ordinance policy update and discussed throughout the zoning code.
Parking Lot Landscaping	All parking areas within the East Pasadena Specific Plan shall comply with the City of Pasadena Zoning Ordinance and the following additional requirements: · All interior planting areas shall have a minimum depth of 5' wide measured from inside face of surrounding curbs. · All perimeter street frontages, with the exception of alleys, shall have a continuous planting area no less than 10' in depth and interrupted only by driveways, walkways and/or buildings. · Landscaping shall be provided along the perimeter of any surface parking lot which abuts public rights-of-way except at pedestrian or vehicular entrances and at alleys. Parking lot landscaped setbacks shall be in accordance with the provisions of Title 17, except that the Zoning Administrator may allow a reduction of the required yard to 5 feet for parking lots located at the rear of a site on a non-arterial frontage when, in the judgment of, Zoning Administrator a larger setback would unnecessarily constrain the development of the site or in parking lots of 30 cars or less. · All planter areas shall be protected by a 6" high curb or wheel stop. · Shade trees shall be provided within all parking lots at one tree per every 4 parking spaces and evenly distributed throughout the entire parking area (refer to diagram on page 6-41). Maintain trees and landscaping per Section 17.64.210 of the Zoning Code. · A shrub hedge, low masonry wall or other device with planting in front shall be provided along the street side perimeter of all parking lots. It shall be of sufficient height to screen parked cars from view to a maximum height of 42 inches. This visual barrier shall be set back within the required planting area so as to not obstruct view from the driveways. · In order to visually buffer parking lots from adjacent residential uses, an "aerial hedge", consisting of trees spaced 20 feet on center, should be provided where a parking lot is contiguous with a residentially zoned lot or separated from a residentially

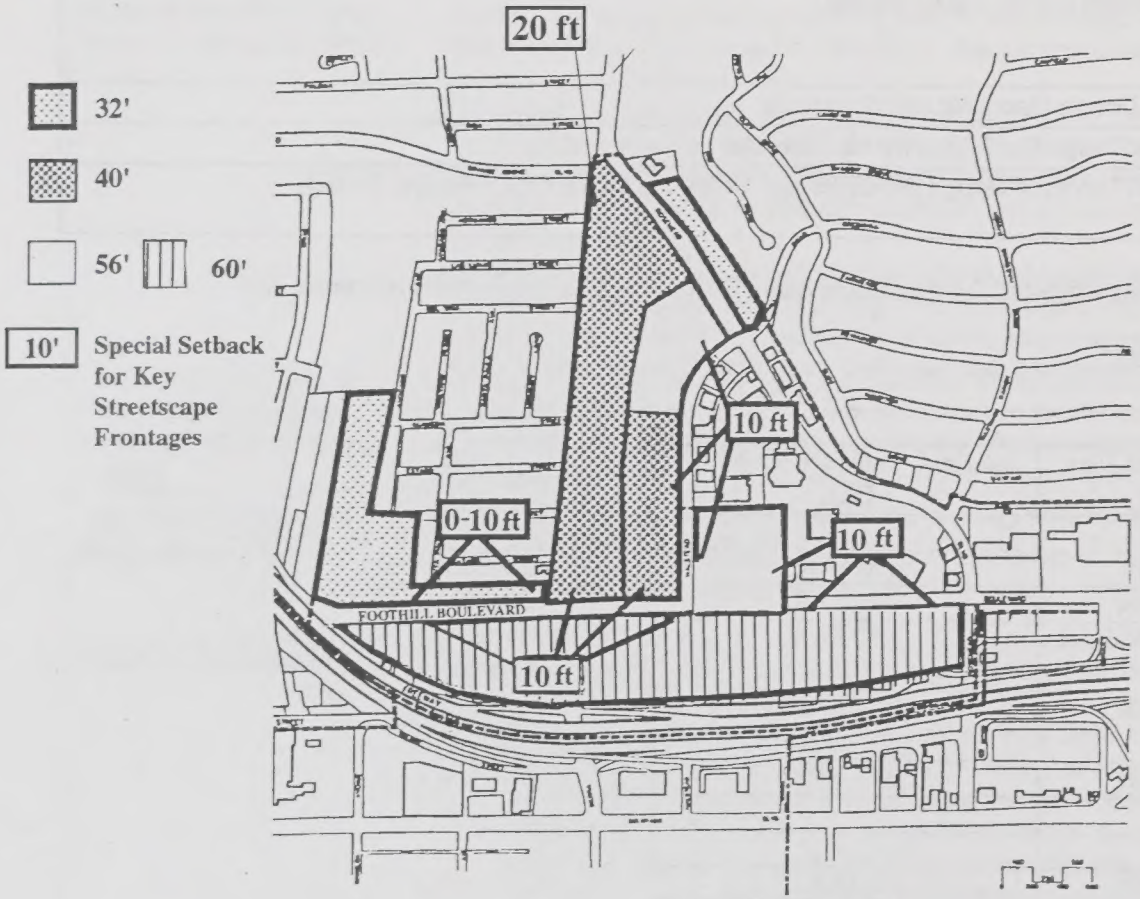
Table 6.4 PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d2								
	Zoning Districts (Figure 6-4)							
	$IG_{A,B-4}$	$CG_{B,B-1,B-2,B-3}$	CO_{B-5}	CG_C	CL_G	$CO_{D,D-1}$	CO_{D-2}	PS
	residentially zoned lot by a public alley. · These requirements can be varied in relationship to historic structures at the discretion of the Design Commission. · All landscaping areas shall be provided with a permanent underground automatic irrigation system.							
Preservation Guidelines for the Stuart Company Buildings and Grounds	See Chapter 5.0. Design Guidelines for the Transit Station							
Street Trees	See Chapter 4.0 Public Realm Design Standards and Guidelines							
Landscape Palette	See Section 6.5. Private Realm Design Guidelines for all Subareas							
Guidelines Applicable to All Subareas	See Section 6.5 of this plan and Citywide Design Principles and Criteria in the General Plan (pp. 58-62).							

Following are the FAR's for the Interim Limited Development. See Chapter 5.0 for a discussion on FAR options for the Joint Development site.

*TABLE 6-4a

INTERIM LIMITED DEVELOPMENT - FLOOR-AREA-RATIOS

Planning Areas			
		Specific Plan Max. FAR	Interim Limited Development FAR
South of Foothill			
A	Air Logistics/Edison	1.2 FAR	.60 FAR
B	Gateway Tower Area	2.0 FAR	1.20 FAR
B-1+B2	Transit Site/Joint Development Site Only	2.0 FAR/1.50 FAR	1.50 FAR
B-3	McKesson Water Products	2.0 FAR	0.77 FAR
B-4	Space Bank	1.2 FAR	0.77 FAR
North of Foothill			
B-5	Xerox	1.5 FAR	1.00 FAR
C	Hastings Ranch Village	0.4 FAR	0.40 FAR
D		1.2 FAR	0.60 FAR
D-1		1.2 FAR	0.87 FAR
D-2		0.5 FAR	0.30 FAR
G		1.0 FAR	0.41 FAR



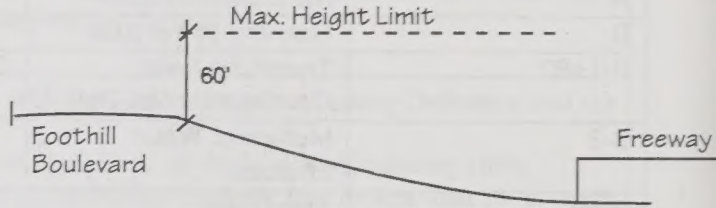


Figure 6-6.
Height Limits and Key Streetscape Setbacks in Subarea d2

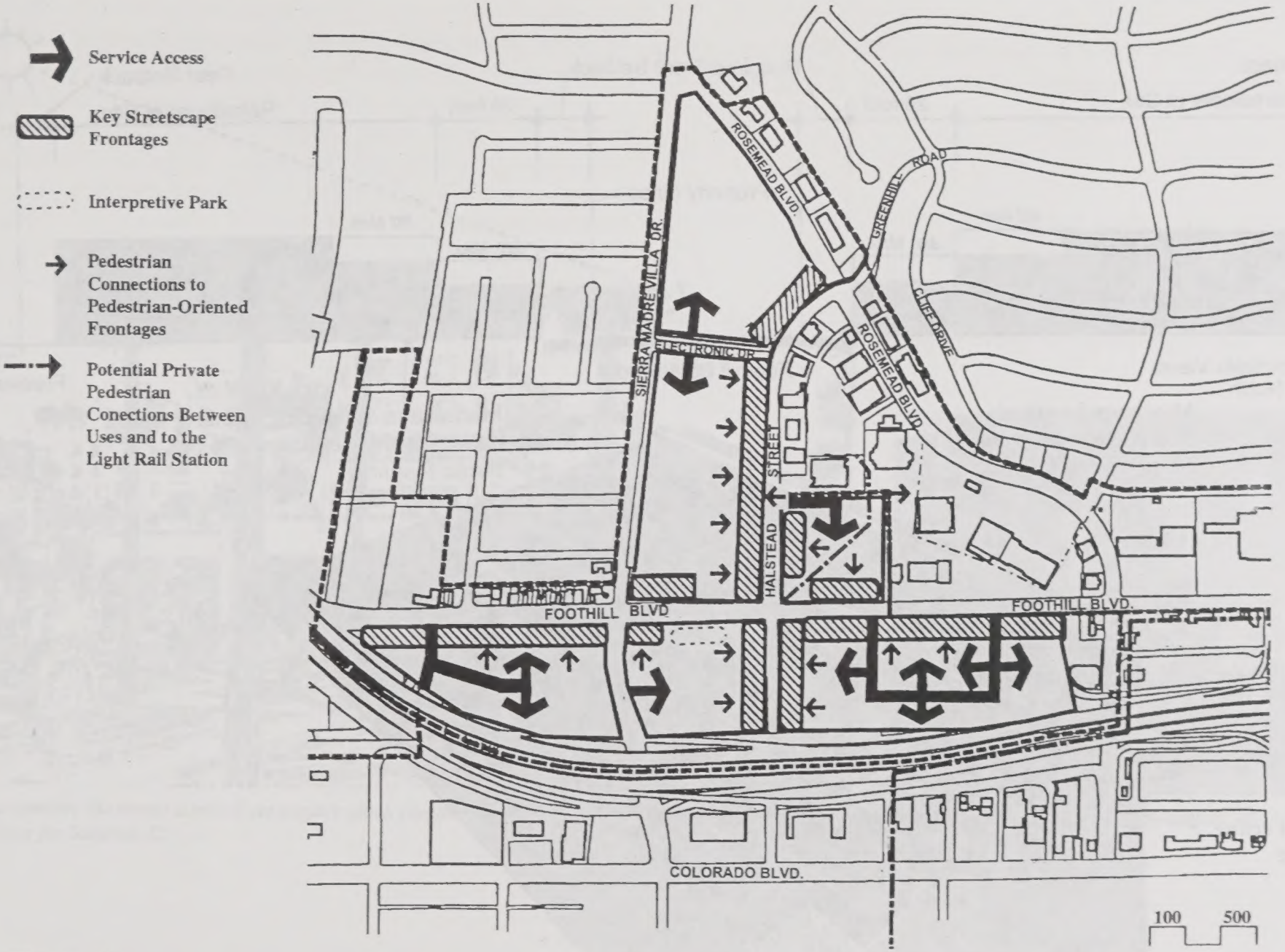


Figure 6-7.
Conceptual Key Design Guidelines for Subarea d2

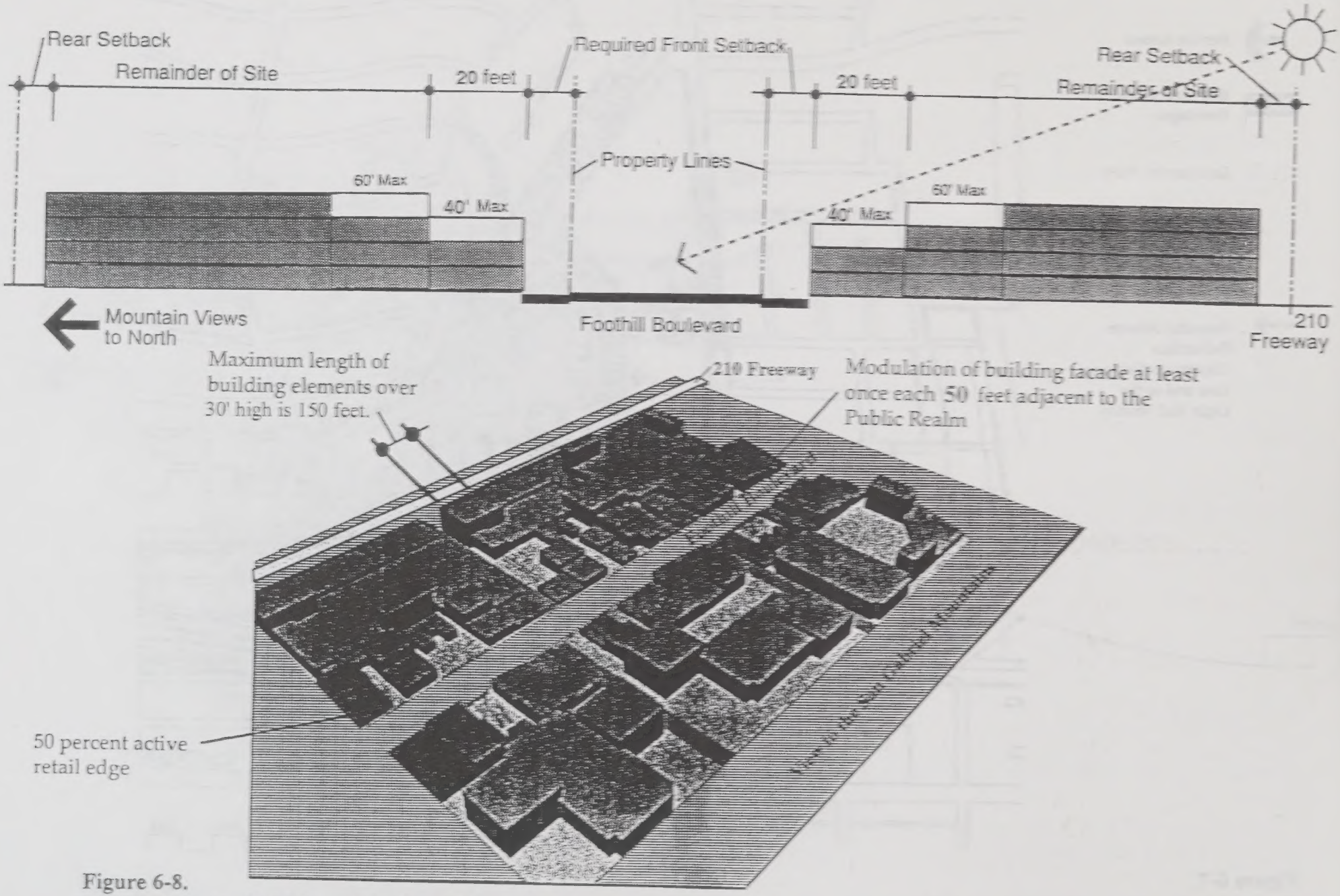
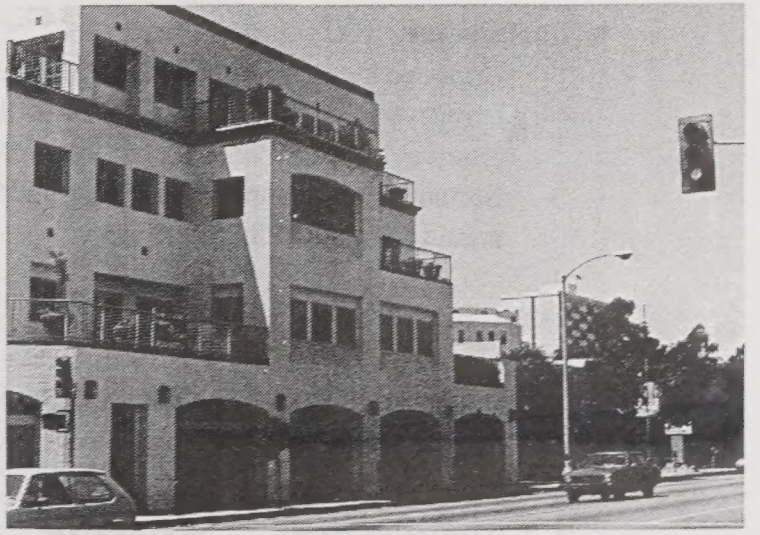


Figure 6-8.
Building Massing Guidelines for Subarea d2

Arroyo Group

This perspective illustrates a mixed use project which conforms with the intent of the building Massing Guidelines for Subarea d2.



An office/retail development, in another city, with stepped building form.

Figure 6-9.
Illustrations of Building Massing

6.4 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d3

6.4.1 Intent

The Development Standards and Design Guidelines for Subarea d3 are intended to address the following objectives:

- **Economic Viability**
  - Encourage the revitalization of the existing shopping centers

- **Aesthetics**
  - Improve the appearance of surface parking areas
  - Improve the appearance of Foothill Blvd. as the eastern gateway to East Pasadena and the rest of the city
  - Soften the appearance of existing buildings through means such as enhanced landscaping

- **Mobility**
  - Create east-west pedestrian connections to the north-south Halstead pedestrian corridor and to the light rail station
  - Improve pedestrian connection between developments

6.4.2 Development Standards and Design Guidelines

Subarea d3 contains several older community shopping centers that need to be updated to be competitive and to improve the visual and pedestrian character of the area. These centers contain supermarkets, drug stores, apparel shops, restaurants, bookstores, and commercial recreation (theater, bowling alley). Subarea d3 affords the opportunity to create a special ambience by adding neighborhoods and specialty uses (such as outdoor cafes, bakeries, gift stores, and housing in walking distance of the transit station) and a more exciting, attractive pedestrian environment with public gathering spaces and pedestrian amenities (fountains, textured colored paving, benches, decorative street lights, plazas, outdoor furniture, flowering trees and mature and exotic planting). Figure 6-10 illustrates the planning areas in Subarea d3. Table 6.5 illustrates the Private Realm Development Standards and Design Guidelines for Subarea d3.

Figure 6-10.
Planning Area for Subarea d3

Table 6.5
PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d3

	Zoning Districts				
	CG_F	CG_{E-1}	CO_{E-2}	CO_{D-3}	CG_E
Floor Area Ratios (FAR)	0.50	0.40	0.70	0.50	0.40
Maximum Heights	45'	40'	40'	32'	32' adjacent to residential. 40' along Foothill Blvd. (see Figure 6-11)
Yards or Setbacks (Same as provisions of district in existing zoning except)	▪ 10' along east side of Halstead Street. ▪ 10' along Foothill Boulevard.				
Affordable Housing Requirements and Density Bonus	▪ Same as zoning code. When the City-wide program for inclusionary zoning is approved it will apply to new multi-family and mixed use residential projects in the Specific Plan area.				
Collective Off-Cycle Parking	▪ See Chapter 17.68.040 - Shared Parking or Loading				
Service, Parking and Trash Enclosure Access	▪ See Figure 6-12.				
Character of the Public and Private Realms Interface	50% of the Key Streetscape Frontages (Figure 6-12) are required to have: ▪ New buildings set at the minimum property setback along Halstead Street and Foothill Boulevard. ▪ New building edges at this setback to have retail ▪ New building edges at this setback to have retail display or entrances, outdoor dining or public art in form such as a mural, sculpture or other artwork approved by the Arts. ▪ No service or trash enclosure access along the key streetscape frontages.				
Pedestrian Connections Between Public and Private Realms	Private developments shall provide pedestrian connection to the Public Realm streetscapes - Halstead Street and Foothill Boulevard - at least once per project and at least once per 100' of project frontage.				
Pedestrian Connections Within and Between the Centers	See Figure 6-11. These pedestrian connections shall be: ▪ When adding 5,000 sq-ft or more to an existing shopping center, pedestrian connections shall be made to interconnect the buildings in the shopping center to each other and adjacent developments, where feasible. The width of these connections may vary, but should to be less than the existing width. ▪ Currently, this subarea contains restaurants and several entertainment uses (bowling alley and two theaters) which are planned on the site as independent structures without connections to other similar types of uses. When updating these centers, or adding new restaurants or entertainment facilities, these facilities should be located to create a public gathering space and strong pedestrian linkages with amenities to nearby retail/restaurant and uses within the site and adjacent to the site. ▪ Supplementary pedestrian lighting and signage shall be provided at pedestrian crossing of major streets to assure east of use, attractiveness and safety.				

Table 6.5 PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d3					
	Zoning Districts				
	CG_F	CG_{E-1}	CO_{E-2}	CO_{D-3}	CG_E
Preservation of Existing Trees	Existing native and heritage trees should be preserved in the development of any site where possible. Trees will be addressed as part of the City-wide tree ordinance policy update.				

Parking Lot Landscaping	All parking areas within the East Pasadena Specific Plan shall comply with the City of Pasadena Zoning Ordinance and the following additional requirements: ▪ All interior planting areas shall have a minimum depth of 5' wide measured from inside face of surrounding curbs. ▪ All perimeter street frontages, with the exception of alleys, shall have a continuous planting area no less than 10' in depth and interrupted only by driveways, walkways and/or buildings. ▪ Landscaping shall be provided along the perimeter of any surface parking lot which abuts public rights-of-way except at pedestrian or vehicular entrances and at alleys. Parking lot landscaped setbacks shall be in accordance with the provisions of Title 17, except that the Zoning Administrator may allow a reduction of the required setback to 5 feet for parking lots located at the rear of a site on a non-arterial frontage when, in the judgment of the Zoning Administrator a larger setback would unnecessarily constrain the development of the site or in parking lots of 30 cars or less. ▪ All planter areas shall be protected by a 6" high curb or wheel stop. ▪ Shade trees shall be provided within all parking lots at one tree per every 4 parking spaces and evenly distributed throughout the entire parking area (refer to diagram on page 6-41). Maintain trees and landscaping per Section 17.64.210 of the Zoning Code.
Parking Lot Landscaping (continued)	▪ Preservation of existing mature trees on private property is strongly encouraged. For every mature tree saved, one fewer new tree may be planted. ▪ A shrub hedge, low masonry wall or other device with planting in front shall be provided along the street side perimeter of all parking lots. It shall be of sufficient height to screen parked cars from view to a maximum height of 42 inches. This visual barrier shall be set back within the required planting area so as to not obstruct view from the driveways. ▪ In order to visually buffer parking lots from adjacent residential uses, trees spaced 20 feet on center should be provided where a parking lot is contiguous with a residentially zoned lot or separated from a residentially zoned lot by a public alley. ▪ These requirements can be varied in relationship to historic structures at the discretion of the Design Commission. ▪ Consideration shall be given to using deciduous trees and evergreens in the parking areas to provide summer shade and visual texture year-round. ▪ All landscaping areas shall be provided with a permanent underground automatic irrigation system.

Table 6.5 PRIVATE REALM DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR SUBAREA d3					
	Zoning Districts				
	CG_F	CG_{E-1}	CO_{E-2}	CO_{D-3}	CG_E
Pedestrian Amenities	Ample pedestrian amenities shall be provided as part of each new development or major renovation, including a minimum of ten of the following items per project: ▪ Outdoor dining areas ▪ Shaded plazas and pedestrian paseos with groups of planters and large scale trees (equal to or greater than 36" box) for shade ▪ Ample architecturally unified trash receptacles ▪ Pedestrian-scaled, architecturally unified lighting ▪ Patterned and textured paving ▪ Directories and places for community bulletins ▪ Portal entrances ▪ Pedestrian-scaled signs ▪ Kiosks for such pedestrian-oriented products as flowers and magazines ▪ Water elements such as fountains, streams and ponds ▪ Drinking fountains ▪ Active and passive seating areas ▪ Play equipment for children ▪ Public art and sculpture				
Parking Structures	▪ In order to incorporate pedestrian connections, additional landscaping, some additional development, and shared parking structures are permitted underground or partially underground to address the terrain of the area. An above-ground structure not over three stories is permitted in conjunction with the construction of a public gathering space, pedestrian pathways at 20' wide or greater, and shared parking for adjacent high-technology businesses and institutional uses in Subarea d2. This parking structure shall not face on Halstead Street, Foothill Boulevard or Rosemead Boulevard.				
Compatibility With Adjacent Residential	▪ Parking facing adjacent residential neighborhoods shall be screened from such neighborhoods. Structures and screening devices shall be designed to be compatible with these neighborhoods by the use of decorative block, special color treatment, landscaping and the terracing of parking structure floors to reduce height and mass.				
Guidelines Applicable to All Subareas	▪ See Section 6.5 of this plan and Citywide Design Principles and Criteria in the General Plan (pp. 58-62).				

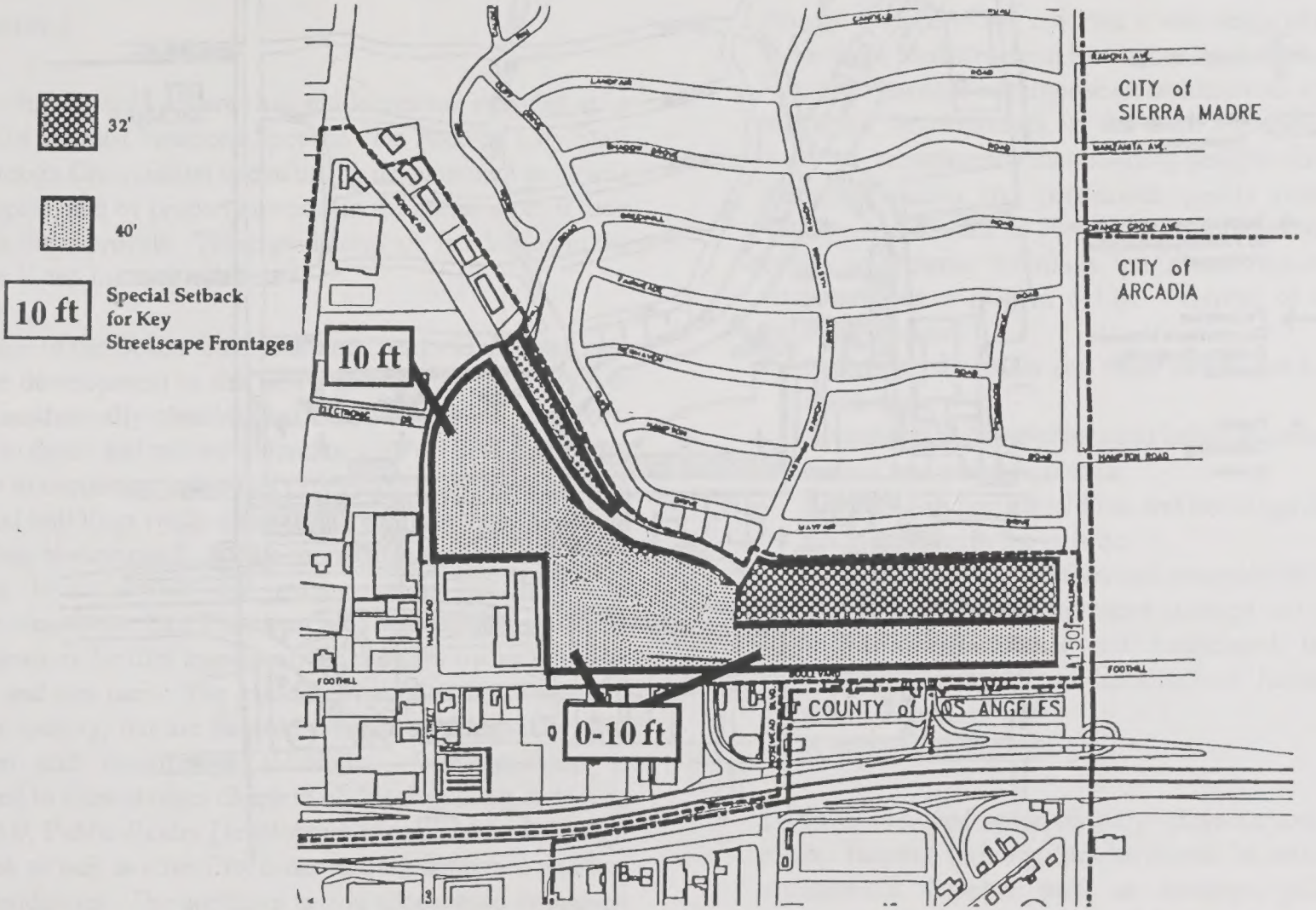


Figure 6-11.
Height Limits and Key Streetscape Setbacks in Subarea d3

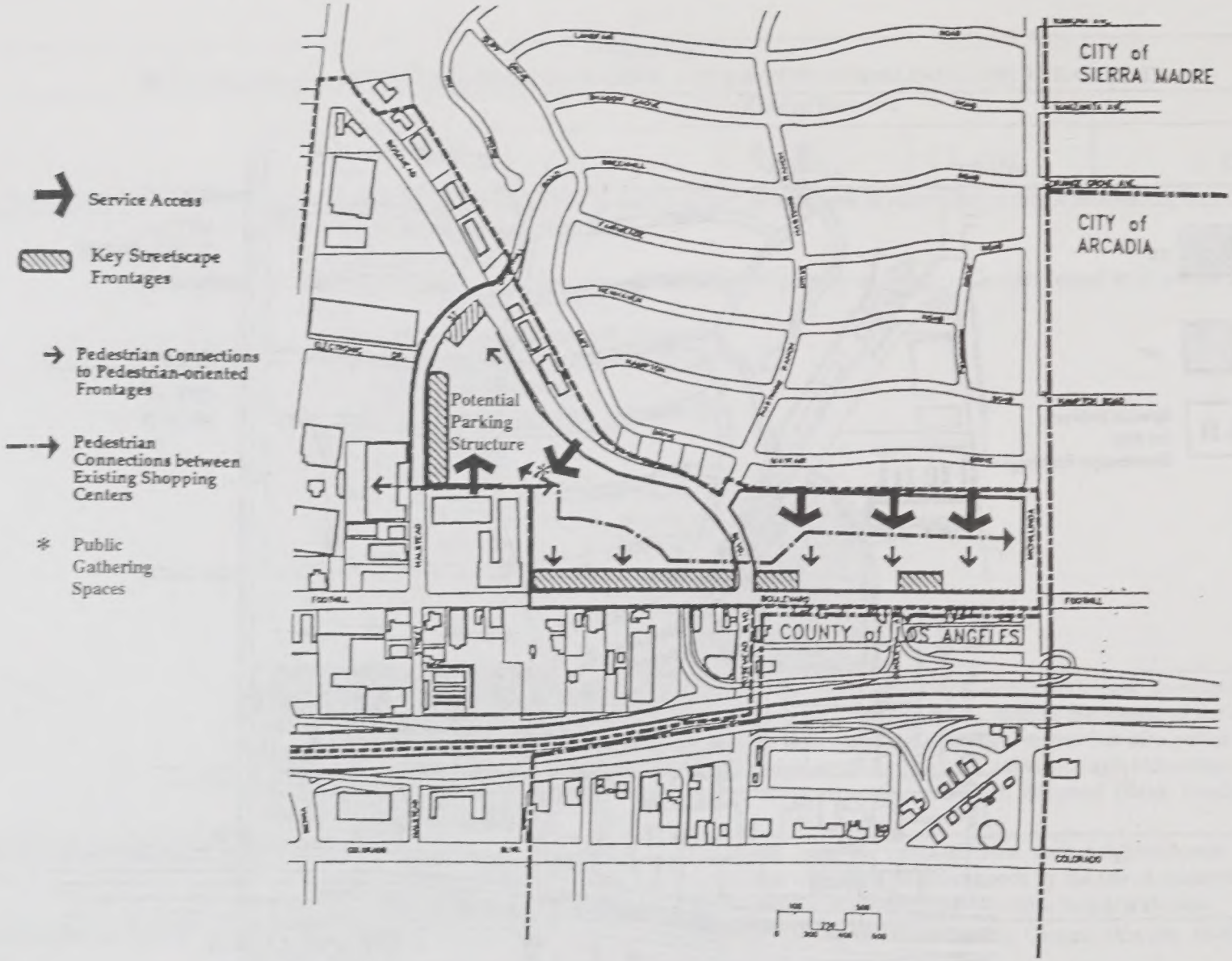


Figure 6-12.
Key Design Guidelines for Subarea d3

6.5 PRIVATE REALM DESIGN GUIDELINES FOR ALL SUBAREAS

6.5.1 Intent

The following design standards and guidelines are intended to be used within the East Pasadena Specific Plan Area by City Staff and the Design Commission in evaluating development proposals by developers, and by property owners in the preparation of their submittals for approvals. These guidelines are in addition to the guidelines listed for each subarea.

The purpose of the Design Standards and Design Guidelines is to encourage development in the East Pasadena area in a manner which is aesthetically pleasing, harmonious with its neighbors, attentive to detail and related to human scale. These guidelines are meant to encourage individual expression in the development of land and buildings while maintaining continuity in the design of the urban environment. At the same time, the intent of these guidelines is to protect and enhance those qualities and characteristics of the East Pasadena area which seem mutually advantageous to the City in general, the property owners, nearby residents, and area users. The guidelines establish a high standard for design quality, but are flexible enough to allow individual expression and imaginative solutions. The applicant is encouraged to consult other chapters of this document including Chapter 4.0, Public Realm Development Standards and Design Guidelines, as well as other City codes and regulations in addition to these guidelines. The applicant is also encouraged to consult pages 58-61 of the City of Pasadena Comprehensive General Plan.

6.5.2 Building Architecture, Massing and Height

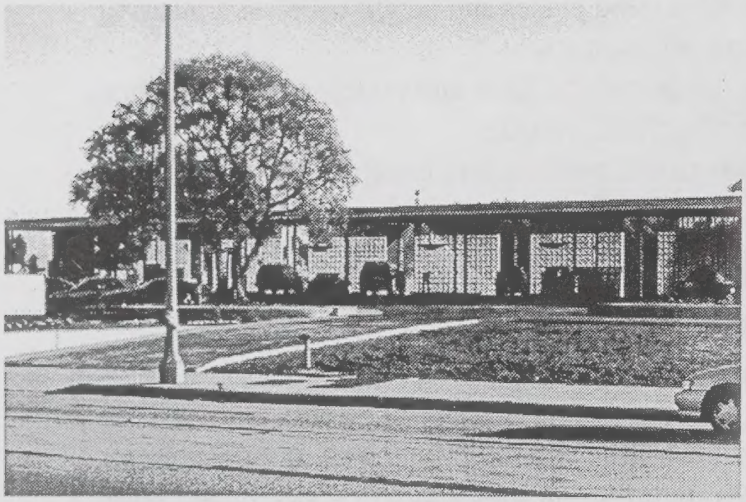
- Cultural resources remain in the area from the early 1900s through the mid-1950s, covering a wide range of architectural styles from Mediterranean Revival to Post-war Modern. The Specific Plan does not impose an architectural style or visual theme on developments in the area. The Specific Plan, however, recommends that building designs should have an elegant, timeless and permanent quality relating to the heritage and climate of Pasadena. Buildings should not be copies of historic buildings but should draw from their positive features (Figure 6-13). Features of this type of character include:
  - Consistent materials and color palette for a complex of buildings
  - Articulated building planes and height to create a pleasing variety and pedestrian scale
  - Emphasis on horizontal lines and buildings that integrate the indoors with the outside
  - Arcades, awnings, trellises and canopies for shade
  - Design emphasis on entrances to shops and paseos
  - Fountains, courtyards and landscaped features and elements of Pasadena's architectural heritage in high activity areas
  - A uniform signage program

- To promote a "pedestrian-friendly" character and avoid large blocky facades, building facades should be articulated with architectural features such as awnings, pilasters, bay windows, a distinct base, recessed display windows, a cornice or varied roof line.

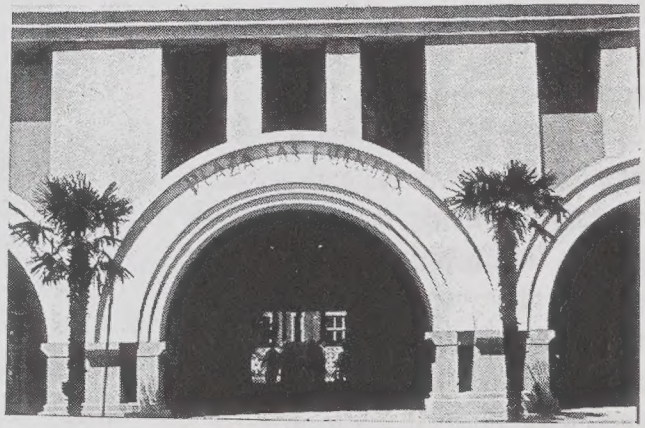
Building shaped at corners to respond to pedestrian crossings and spaces.

Recess windows and doors.

Articulate building facades with architectural features and changes in planes and signs.



Horizontal emphasis and features of the 1958 corporate architecture.



Consider entrances and doors as special design elements.

Vary roof forms and provide outdoor dining for pedestrian interest

Figure 6-13.
Building Architecture

- Building entrances should face mobility corridors and should be treated as special design elements by devices such as recessing, by special trim, or by a decorative awning or entrance.

- Buildings on corner lots should incorporate architectural elements, which emphasize the corner, such as a curved or angled facade, an entrance off of the corner, a tower element, or a large bay window.

- Buildings should be designed to be attractive from all directions. Where rear or sides of buildings are visible from adjacent streets, these facades shall receive equal design treatment as the front or main facade.

- Consistent with the requirements of the City Zoning Code, ventilation, heating, air conditioning equipment, or other mechanical equipment should be screened from public view to the greatest extent feasible. Screening should be compatible with the wall surfaces or roofing of the building and avoid inferior materials such as lattice, unpainted woods, etc.

- Window and doorframes should be of a material and profile appropriate to the design of an individual building. Too many different sizes and shapes of windows and doors are discouraged.

- Variation of roof line height and planes is encouraged to create a lively environment.

- Use interior electric security system, vandal-proof glazing, or if metal grills or shutters are necessary, the grills and shutters should totally recess into overhead cylinders or pockets that completely conceal the grill or shutter in the daytime.

- Accessory structures and enclosures, including enclosed storage areas, shall be integrated with the design of the primary building on the parcel and shall not be designed as an appendage attached to the building.

- Quality materials are desired such as smooth sand finish stucco rather than swirling applications, and brick and stone pavers rather than asphalt. The following are examples of building materials, which are preferred.
  - Smooth finish stucco; Screed expansion joints are favored, which are integrated with the design of windows and doors
  - Brick and/or brick veneer with a natural color grout
  - Precast concrete panels for structures taller than two stories
  - Cut stone, tile or other smooth, durable material on the ground level (the base) for visual interest and for ease of graffiti removal
  - Terra cotta or ceramic roof tiles
  - Steel or a wrought iron grill work or concrete block grills, not chain link or barbed wire
  - Canvas awnings, not vinyl
  - Wood, steel or aluminum and clear glass on store fronts, windows, doors, or atrium spaces

6.5.3 Pedestrian Interest

- Incorporate in design of the private realm "Pasadena Elements" listed in the General Plan or page 61, where possible.

- In all commercial and office areas, the form of the building and its details should be designed to create pedestrian interest at the street level and along pedestrian walkways in shopping centers through techniques including:
  - providing architectural detailing visible to pedestrians such as molding around windows and doors, multi-paned windows, pilasters, grillwork, tile on the building base, awnings etc.
  - Staggering the face of the building
  - Clearly defined window and door openings
  - Attractive signs oriented to pedestrians
  - Providing display windows of clear glass that allow pedestrians to see into buildings

- Visually extending interior spaces outside through the use of the same paving material; for example quarry tile or similar paving material could be used inside as well as on the sidewalk in front of the entrance.

- Providing awnings or other devices for weather protection, which relate to the overall scale of architectural details.

- Attractively designed outdoor dining in public right-of-way, through permit from Public Works or in setback areas should be encouraged.

Figure 6-14 illustrates photographs from other communities that have created pedestrian interest.

6.5.4 Site Planning and Design

- The existing site conditions, such as mature trees, natural drainage courses and historic structures should be taken into consideration with respect to a project on any site.

- Buildings shall be placed with a street orientation to emphasize the pedestrian environment, avoid a "sea of parking" visible to the street and to create a sense of edge along the street. When possible, buildings shall be located closest to the frontage street, with parking in the rear, or if necessary, on the side. Due to the amount of on-street parking required, it may not be possible to create a continuous building edge along the entire length of mobility corridors but all sites should be designed to maximize the sense of edge along the street using such design techniques such as:
  - Orienting the longer dimension of the building along the street rather than the shorter dimension (Figure 6-15).
  - Extending decorative low walls from the building in combination with landscaping to screen or soften parking areas and create an edge.
  - Placing an arcade or trellis structure over a walkway in the parking lot setback area.
  - Locating smaller buildings along the street frontage in revitalizing shopping centers.

6.5.5 Access and Circulation

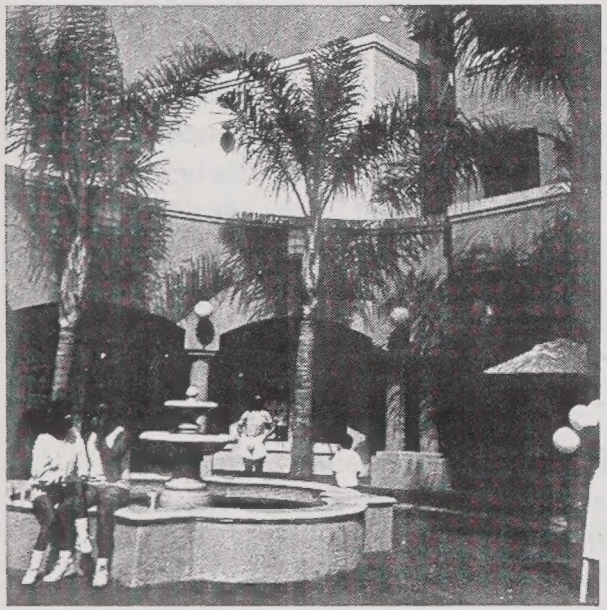
Access and circulation should be designed to provide a safe and efficient system, on and off the site, by reducing curb cuts, providing adequate maneuvering area and using shared driveways.

- A maximum of one street driveway to any parcel under 200 feet shall be permitted.

- A maximum of two street driveways to any parcel over 200 feet shall be permitted.

Visual interest at the street level by awnings, storefronts and extension of building to mask parking.

Ground level tile or other surface for visual interest and ease of graffiti removal.

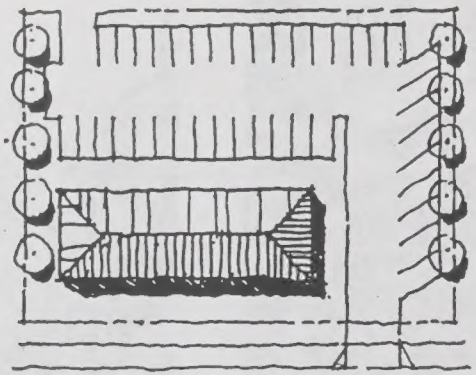


Use arcades, courtyards and fountains to create pedestrian interest and provide open space.

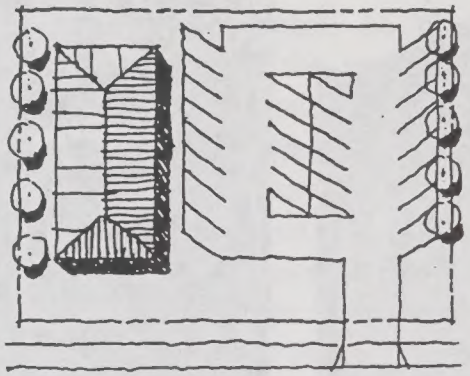
Simple storefronts, clear glass.

Wide walkways with fountains, street furniture, outdoor dining provide a "sense of place" for community shopping centers.

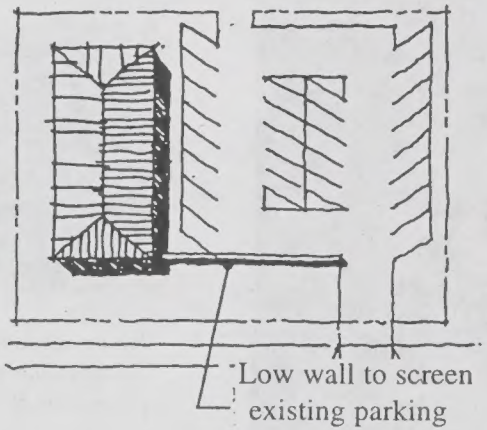
Figure 6-14.
Various Photographs of Pedestrian Interest



RECOMMENDED FOR NEW STRUCTURES
Place long dimension along Halstead St., Walnut St., Sierra Madre Blvd. or Foothill Blvd.



NOT RECOMMENDED FOR NEW STRUCTURES
Avoid placing short dimension on Halstead St., Walnut St., Sierra Madre Blvd. or Foothill Blvd.



RECOMMENDED FOR REHABILITATION

RECOMMENDED FOR REHABILITATION

Figure 6-15.
Site Planning and Design Dimensions

- Driveways may be directly adjacent to side property lines. If, however, driveways are setback from side property lines, it should be at a minimum of six (6) feet and landscaped with materials selected from landscape palette.

6.5.6 Fences and Walls

- The use of fencing or walls should be consistent with the architectural character, and not interfere with pedestrian connections (Figure 6-16). Walls and fences are discouraged unless needed for screening, to help create a sense of street edge or security, or for safety purposes. If fences are necessary for security, a simple wrought iron fence is preferred.

- No wall or fence visible from a street should extend more than 25 feet horizontally without a visual break created by an articulation and/or architectural detailing in the wall plane facing the street, for example:
  - A staggering of the wall
  - An indentation in the wall
  - A rhythmic spacing of columns
  - A series of raised planters

- Decorative walls and/or fences shall be provided along property lines to screen parking lots as follows:
  - The preferred design concept is a combination of solid wall and decorative fence.
  - Fences should employ a decorative design, quality material and be no more than six (6) feet in height.

- Walls shall be provided to isolate and screen service and utility areas.

- Materials, finishes and colors for walls should be integrated with and complementary to the materials and design of the primary building on the parcel.

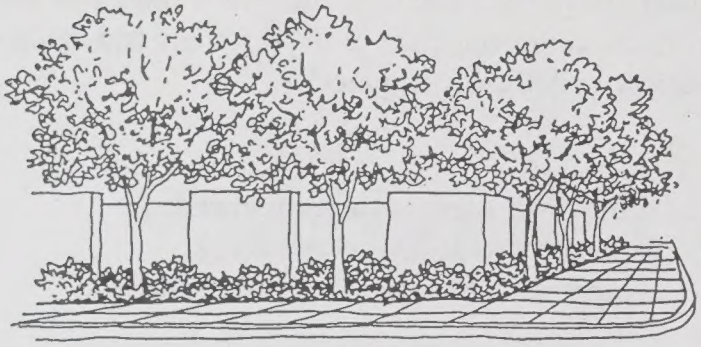
- The following materials are recommended:
  - Walls: concrete and concrete block.
  - Fences: wrought iron and similar materials.

- Chain link or barbed wire is not permitted except during construction.

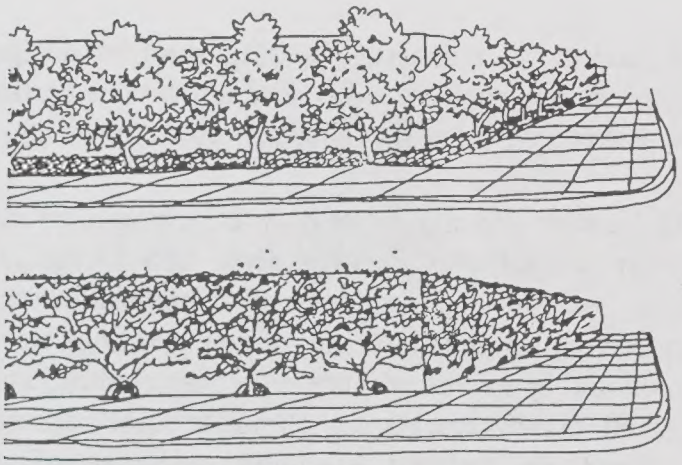
6.5.7 Parking

- As security is a concern, parking shall be designed and illuminated in such a manner as to allow view corridors into the parking lots from the adjacent public streets and alleys.

- The location and amount of on-site parking is critical to the economic viability of East Pasadena. In Subareas d2 and d3, surface-parking areas need to be made more attractive through landscaping and by placement of new buildings closer to the streets and by including more pedestrian connections. These aesthetic improvements will eliminate some parking, which will need to be replaced. In addition, a shortage of parking in Subarea d1 needs to be addressed independently of the requirements of new development. These existing needs and the introduction of new development and of joint use on the transit station site will require the addition of parking structures in the area, both above and below grade.



Visual Breaks in Solid Fences Add Interest to the Street.



Shrubs and Vines Covering Walls Deter Graffiti.

Wall Signs Should Respect the Rhythm and Modulation of a Building's Architecture.

Figure 6-16.
Fences, Wall, Signs

- Techniques to make above-ground parking structures compatible with adjacent development are shown in Figure 6-17. Other guidelines include:
  - Parking structures shall not front directly on Foothill Boulevard, Sierra Madre Villa, or Halstead Street
  - Structured parking shall be designed so that sloping floors are not visible from adjacent streets and to minimize views of light sources and cars from nearby streets and sidewalks.

- Above grade parking structures shall be built using the same materials as the principal structure. Parking structures shall be designed with small vertically oriented openings to give the appearance of a building with windows. Ground floor retail, office, or other pedestrian-friendly uses shall be incorporated into parking structures with frontage on a major arterial.

- Landscaping of surface parking lots are discussed in Tables 6.3 through 6.5 and in Subsection 6.5.8 below.

6.5.8 Parking Lot Landscaping

Concept

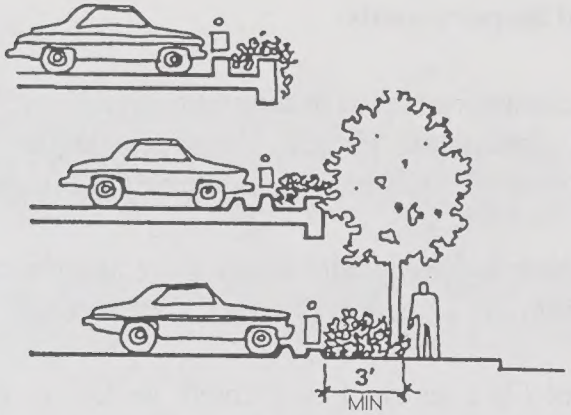
From both an aesthetic and practical view, parking area landscape improvements are an important consideration in site landscape development. Negative characteristics of parking areas such as reflective heat, lighting, noise, and exhaust can be mitigated through sensitive design and well placed landscaping. The use of large canopied trees can easily achieve this goal. Large canopy trees evenly spaced and regularly pruned can add value to a parking area, as well as to support the overall basic infrastructure and landscape resource of the City.

General Requirements

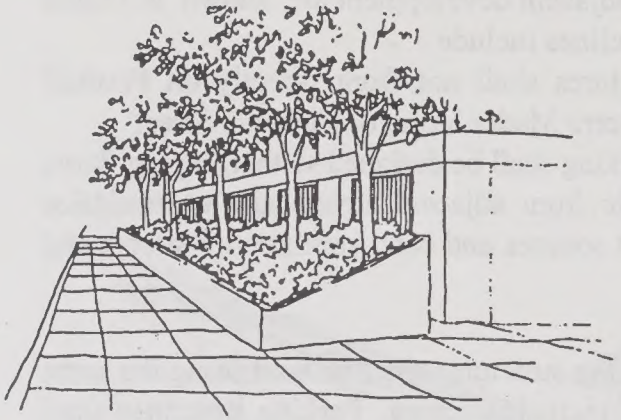
- Trees must be placed in minimum five foot (5') by five foot (5') landscape planter, however larger planters are encouraged. Only one tree is allowed in a planter of this size.

- All trees required under this basic requirement must be from a minimum 15 gallon container size or equal.

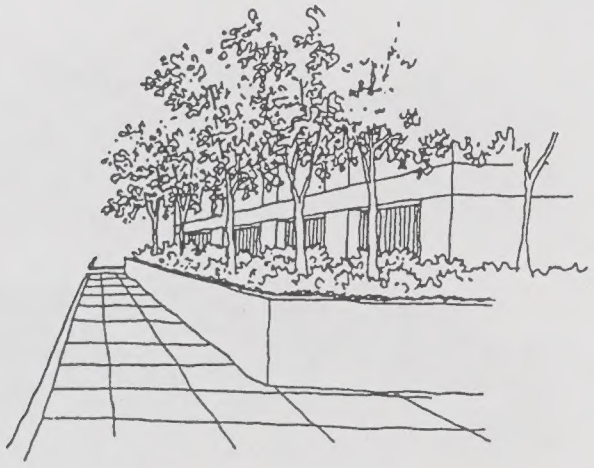
- Three (3) trees shall be planted, uniformly spaced, per 72 linear feet of parking stall face. Various methods to achieve this requirement are illustrated in the graphics within this section.



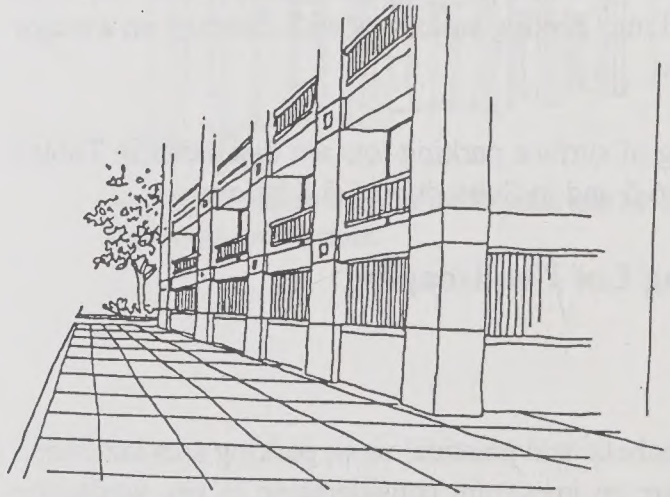
Stepping Back of Parking Levels



Sloped Planter Adjacent to First Level



Planters or Large Landscape Setback



Architectural Treatment of Parking Structure Facade

Figure 6-17.
Techniques to Make Parking Structures Compatible With Adjacent Developments

All tree planters must be contained by a six inch (6") high concrete curb.

- Parking back-up space and street frontage must also provide three parking canopy trees per 72 linear feet.
- Parallel parking must also meet the intent of the above requirements, with three (3) trees per 72 linear feet, uniformly spaced, of parking stall side.
- Loading or drop-off zones that are clearly posted to be ten (10) minutes maximum and are no more than fifty feet (50') in total length are exempt from these requirements.
- At the end of each double or single parking bay, a minimum ten foot (10') wide "end island" planter shall be required. The length of the planter shall be a minimum of eighty percent of the parking stall or stalls, with the bull nose end of the planter curbing a radius design to allow for easy access into the parking stall and access driveway. The planter perimeter shall be a required six inch (6") high concrete curb.
- Each end parking bay planter must provide a minimum of one tree.

Ground Plant Materials

- A living ground cover is required in all parking canopy tree planters. See Table 6.6, Landscape Palette, for further information.
- A minimum of thirty inches (30") and a maximum of thirty-six (36") of screening height shall be provided adjacent to all street rights-of-way to mitigate the visual impact.
- Turf will not be permitted in any planter less than twelve feet (12') wide.

Access Driveways

- Access driveways that serve as a back-up for parking bays will require parking canopy trees at a rate of three (3) trees per 72 linear feet, uniformly spaced.
- Driveways without parking bay will not require the above parking canopy trees.

Phased Parking Lots

- Developments that require phased parking lots must provide parking canopy trees as outlined in this section for the parking area that is being constructed.
- All tree planters within the constructed phase must be complete with all surrounding curbs, trees, ground cover and irrigation.

6.5.9 Landscaping and Landscape Palette

Landscaping and open spaces should be designed to be an integral part of the site plan and to be compatible with streetscape concepts. Landscaping should provide buffers and transitions, improve the visual environment, provide serenity, shading, and improve the pedestrian environment. Arbors, trellises, courtyards

Table 6.6
LANDSCAPE PALETTE

Street Trees	See Section 4.0, Streetscape.	
Parking Lot Trees	Eucalyptus microtheca (Coolibah) Platanus acerifolia (London Plane Tree)	Ulmus parvifolia (Chinese Elm) Lagerstroemia indica (Indian Tribe Crape Myrtles)
Rail Right-of-Way Trees	Eucalyptus clapocalyx (Sugar Gum) Eucalyptus ficifolia (Red Flowering Gum Tree)	Eucalyptus polyanthemos (Silver Dollar Gum Tree) Tristania conferta (Tristania)
Private, Plaza and Pedestrian/Vehicular Accent Trees	Chorisia speciosa (Floss Silk Tree) Koelreuteria bipinnata (Chinese Flame Tree) Phoenix dactylifera (Date Palm)	Tipuana tipu (Tipu Tree) Washingtonia robusta (Mexican Fan Palms) Tabebuia avellanedae (Pink Trumpet Tree)
Shrubs	Agave attenuata ARed Margin@ (ARed Margin@ agave) Bamboo Varieties Lavandula dentata (French Lavender) Pittosporum Varieties (Victorian Box and Dwarf Karo)	Prunus lyonii (Catalina Cherry) Rhaphiolepis Species (India Hawthorne varieties) Canna Varieties
Ground Cover	Gazania (White Mitsuwa gazania) Helictotrichon sempervirens (Blue Oat Grass) Pennisetum setaceum Acupreum@ (Fountain Grass) Annual Color	Phormium tenax (Flax varieties) Sod Turf (Variety to Match Adjacent) Trachelospermum jasminoides (Star Jasmine)
Vines	Bouganvillea (La Jolla or Rosenka Varieties) Parthenocissus tricuspidata (Boston Ivy)	Rosa banksiae (Lady banks= Rose) Wisteria (Varieties of white and purple)

and decorative paving of building entrances, driveways and pedestrian ways shall be incorporated into the site design.

Table 6.6 lists the recommended plant materials for private property landscaping.

- To minimize places for graffiti, shrubs and vines shall be planted to cover solid walls (excluding building walls) or fences facing public rights-of-way or other areas accessible to the public (Figure 6-16). For example, landscaping may be located:
  - In front of a wall in an irrigated planting bed or series of planting wells.
  - Behind a wall, with openings at the base of the wall through which vines can grow to cover the front of the wall.

- Where a planting bed or vine pockets are not possible, walls may be treated as "anti-graffiti" coating. Alternatively, iron open fencing with planting may be used where a solid wall is not required by Code.

6.5.10 Signs

Signs are among the most noticeable visual elements in an urban environment. Signs communicate information about the functions in an area including the individual goods and services of specific buildings, the nature and quality of the area's physical environment; and directions to a location. All signage shall adhere to the city's requirements as set forth in the Zoning Ordinance.

- Signs are intended to communicate the name of the business, type of business, primary product or service of the business and directional information.

- For biomedical and technology-based businesses, the names of donors and/or contributors are permitted provided that such names are integrally designed with the business identity information. One exterior sign for donors and/or contributors is permitted and will not be considered part of the building signage if less than three square feet in size and permanently adhered to the building.

- Signs, if well designed, can add interest and visual variety for the pedestrian and contribute to the positive character and scale of the street. Signs along Foothill Boulevard, in general, should be smaller and emphasize the business name over products and services.

- To improve the cluttered appearance of the area, particularly Subarea d1, signs on building facades should be limited.

- Building identification sign design should be compatible with the building's architectural design.

- Signs should be mounted in locations that respect overall building symmetry as well as unique features such as the location of bays, window openings, or pilasters. Building signs should not cover windows, doors, cornices or architectural features and ornamentation.

- Individual-mounted letters, consisting of backlit reverse channel letters or externally illuminated letter logos are recommended for building identification signs.

- Projecting blade signs, wall signs, architectural canopy signs are permitted.

- Transformer boxes, raceways and conducts should be concealed from public view, if feasible. If not feasible raceways should be painted to match the walls and surfaces of the building.

- Encourage opaque panels with illumination limited to routed "push-through" letters and graphics instead of illuminated cabinet boxes with white (translucent), single-face plastic panels.

- Multi-tenant signage should be designed and scaled appropriately to complement the development project. Such signage should incorporate common elements such as letter style and color.

- Each project is encouraged to create a graphic identity program in which all signs, from vehicle-oriented signs to pedestrian-oriented signs are designed as an integrated package. The placement and design of these signs should be coordinated with the signage of other projects in the Specific Plan area.

6.5.11 Color Palette

- For larger buildings, the use of light or neutral colors is preferred over dark colors, which tend to absorb heat and make the building appear bulky.

- Darker colors may be used to accent the base and the roof line of the building.

- Stronger accent colors may be used for awnings, door trim, window sills, window trim, a single wall, for towers, and pedestrian amenities provided they are clearly secondary to the more neutral color. Strong colors should be avoided facing residential neighborhoods.

6.5.12 Rehabilitation

There are a number of older buildings, particularly in Subarea d1, which are in need of beautification and rehabilitation. The development standards and design standards herein are primarily written to apply to new construction and major modifications (structural modifications or additions in square footage) to existing structures. Minor beautification and rehabilitation of existing structures are permitted to improve the overall visual environment, even though all standards and guidelines may not be able to be met. Guidelines for minor improvements include:

- **Facade improvements to existing structures.** The appearance of most of the existing structures may be upgraded with simple improvements, such as the removal of nonconforming signage in windows, creating a "base" on a blank facade with paint or ceramic tile, adding colorful non-backlit awnings, window trim, replacing inappropriate building materials, and/or replacing landscaping and signs to meet current requirements.

- **Landscape improvements to the site.** Screening of parking areas, adding trees to parking lots, and planting along walls and store fronts will improve the overall aesthetics of the area.

- **Seismic upgrading a part of the overall design.** Any seismic structural strengthening or the addition of plumbing should be conducted in the interior, if possible, or made a part of the design concept/building facade.

6.5.13 Miscellaneous

Lighting

- Building facades should be highlighted through the use of "up" lights or accent lights placed on the facade.
- "Gooseneck" lights mounted on the building facade may be used to highlight facade features and signs.
- Display windows should be accented through the use of lights located inside of buildings.
- All lighting fixtures should shield light and glare from adjacent properties.
- Lighting for private development projects should relate to the design elements of the building and enhance the overall ambiance and character of the district.
- Street- and pedestrian-scaled decorative pole and wall-mounted fixtures are encouraged.
- Pedestrian-scaled decorative bollard, kiosk and wall-mounted fixtures are encouraged.
- Building massing and architecturally oriented spot- and floodlighting fixtures are encouraged.

Outdoor Equipment, Devices and Trash

- Ground level transformer and power equipment, pad-mounted mechanical equipment, trash facilities and all other similar devices should be:
  - Sited away from Private Outdoor and Indoor Nodes
  - Screened from view from Specific Plan area and surrounding area sidewalks, streets, parcels and buildings to the greatest extent feasible. Screening may be by means of a wall integrated with the design of the primary building on the parcel, landscape materials, and/or a decorative fence.
- Outdoor storage shall not be permitted for new uses.

Gateways

Gateway treatments should be encouraged at major street intersections. These gateways should consist of:

- Special landscaping at all four corners of the intersection
- Massing of adjacent buildings oriented toward the corners
- Placement of landscaping to provide sufficient sight lines for traffic safety and pedestrian convenience.

Awnings

- Awnings should be fitted within individual door and window openings and designed to have open ends.

7.0 MOBILITY

7.0 MOBILITY

7.1 City of Pasadena Mobility Element Goals

Pursuant to the City of Pasadena's Mobility Element, contained in the City's General Plan, several objectives have been identified. The following objectives and policies have been formulated as part of the City's Mobility Element:

I. Increase the Availability and Use of Transit
- Develop Strategies to Maximize Use of Light Rail
- Expand Regional Bus Service
- Expand Local Bus Service
- Provide Priority Treatment for Transit Vehicles
- Decrease Reliance of the Automobile

II. Increase the Use of Bicycling and Walking
- Provide Enhanced Bicycle Facilities
- Improve Pedestrian Environment

III. Reduce the Level of Vehicular Trips in General, Specifically the Use of Autos for Drive Alone Trips
- Expand the Trip Reduction Ordinance (TRO)
- Provide High Occupancy-Vehicle (HOV) Facilities
- Develop Parking Supply Programs
- Develop Parking Pricing Programs

IV. Develop Land Use Planning to Support the Mobility Goals
- Increase Land Use Densities in Transit Corridors
- Develop Mixed-Use Zoning
- Encourage Supportive Urban Design

V. Establish Principal Mobility Corridors Within the City

VI. Reduce Adverse Impacts of Through Traffic and Control Flows Into Designated Corridors

It should also be noted in this overview that north/south arterials accessing the I-210 Freeway have been identified in the City's Mobility Element as experiencing "localized pockets of congestion." In the East Pasadena Specific Plan area, Sierra Madre Boulevard, San Gabriel Boulevard, Sierra Madre Villa Avenue, Rosemead Boulevard, and Michillinda Avenue can be considered as north/south arterials which provide access to the I-210 Freeway. Altadena Drive, Sierra Madre Boulevard (north of the freeway), San Gabriel Boulevard, and Rosemead Boulevard have also been identified in the City of Pasadena's General Plan Mobility Element as north-south "Principal Mobility Corridors." Orange Grove Boulevard from Lincoln Avenue to Rosemead Boulevard, Walnut Street from Orange Grove Boulevard to Foothill Boulevard, and Foothill Boulevard has been identified as east-west "Principal Mobility Corridors." Rosemead Boulevard and Walnut Street/Foothill Boulevard to the east City limit are designated truck routes. In addition, the City's General Plan Mobility Element states that an extension of Kinneloa Street is crucial in order to provide access to the Sierra Madre Villa light rail station.

7.2 Mobility Plan

The following is a description of the East Pasadena Mobility Plan.

7.2.1 Light Rail Station

The Pasadena Blue Line Construction Authority is planning an extension of the existing Blue Line Light Rail Transit system to Pasadena. The proposed extension will provide service from downtown Los Angeles' Union Station to Sierra Madre Villa Avenue, located in the East Pasadena Specific Plan area. The 13.5 mile trip from downtown Los Angeles to East Pasadena is expected to take a total of 34 minutes. The extension is proposed to provide service at the following six stations in Pasadena:

- Huntington Station at Fillmore Street
- Transportation Center Station at Del Mar Boulevard
- Pasadena Civic Center Station adjacent to Memorial Park
- Lake Avenue Gateway Station at the center of I-210 Freeway
- Allen Avenue College Station at the center of I-210 Freeway
- Sierra Madre Villa Station at the center of I-210 Freeway

The Blue Line will connect, via Union Station in downtown Los Angeles, to the High Occupancy Vehicle (HOV) facilities on the San Bernardino Freeway, to the Metro Red Line downtown, to the Metro Blue Line through Long Beach, and to other areas in the metropolitan Los Angeles Basin via the Metrolink Commuter Rail System. This is expected to result in a reduction of local traffic on the 210 Freeway and the Pasadena Freeway.

The Sierra Madre Villa station is anticipated to serve both commuters from East Pasadena and San Gabriel Valley cities to the east for some time. A parking facility for approximately 1,000 cars is planned adjacent to the station. In addition, Foothill Transit, the Pasadena ARTS bus and the MTA will provide service to the station, further increasing transit opportunities in East Pasadena. Conceptually buses will enter the Station from Sierra Madre Villa Avenue and exit to Halstead Street. Design of a bus-only turn lane from Sierra Madre Villa Avenue is being considered.

7.2.2 ARTS Bus

The Pasadena ARTS Uptown route enters the East Pasadena Specific Plan area from the west along Orange Grove Boulevard traveling east to Rosemead Boulevard, and south to Foothill Boulevard. The route then travels west along Foothill Boulevard to Halstead Street, Halstead Street north back Rosemead Boulevard. Returning west via Rosemead Boulevard and Orange Grove Boulevard. The ARTS Uptown route operates on 26-minute headways (2 buses per hour in each direction) from approximately 7:00 a.m. to 6:30 p.m., Monday through Friday. There is limited service on weekends.

The Pasadena ARTS five-year plan – Mobility Options for the Millennium (MOM) has studied the potential for expanded service in the East Pasadena Specific Plan area. These plans include restructuring the Uptown route (renamed C Route) to provide direct access to the planned Light Rail Station and the addition of a new route (D Route) that will enter the East Pasadena Specific Plan area from the west along Villa Street,

south on Altadena Drive to Foothill Boulevard. The route would travel east on Foothill Boulevard to Rosemead Boulevard, south on Rosemead Boulevard to Colorado Boulevard, west on Colorado Boulevard to Sierra Madre Villa and the Light Rail Station, and back to Foothill Boulevard. While these plans have not been formally adopted, they provide an opportunity to examine transit alternatives for the area.

7.2.3 Bicycle Access

The Draft Bicycle Master Plan and Master Environmental Impact Report are currently being reviewed. Bicycle access in the East Pasadena Specific Plan area includes the existing bike lane on Sierra Madre Boulevard and some new bicycle facilities on segments of Halstead Avenue, Sierra Madre Boulevard, Altadena Drive, Rosemead Boulevard and Foothill Boulevard.

7.2.4 Pedestrian Access

Pedestrian facilities will be enhanced to encourage walking trips in the Specific Plan area (e.g., between office and restaurants) to lessen the dependence on the automobile for travel. In addition, pedestrian routes leading to the Sierra Madre Villa light rail station from Foothill Boulevard, Colorado Boulevard and Sierra Madre Villa Avenue will be improved to provide greater accessibility.

7.2.5 Truck Routes

Rosemead Boulevard between Orange Grove Boulevard and Colorado Boulevard; and Foothill Boulevard/Walnut Street between the eastern city boundary and Fair Oaks Avenue are both designated as truck routes through the East Pasadena Specific Plan area. The General Plan Mobility Element update will be reviewing the current truck routes throughout the city.

7.2.6 Transportation Demand Management

Transportation Demand Management (TDM) measures are part of the Mobility Plan to take advantage of the high level of transit, pedestrian, and bicycling opportunities in the Specific Plan area. East Pasadena employers and property owners will be encouraged to participate in the city-wide Transportation Management Association (TMA) to coordinate activities related to carpooling vanpooling and other ride-share programs, as well as bicycling and walking to work.

7.2.7 Traffic Signal Upgrades

In order to improve the efficiency at signalized intersections, several traffic signals in the East Pasadena Specific Plan area will be upgraded. These upgrades may include changing out traffic controllers, improving signal indications, enhancing communications between the field devices and the Traffic Management Center (TMC) located in the City Hall, and reprogramming signal timings. In addition to these upgrades, traffic signal improvements are recommended for the following five intersections within the specific plan area:

- Sierra Madre Boulevard and Foothill Boulevard
- San Gabriel Boulevard and Foothill Boulevard
- Sierra Madre Villa Avenue and I-210 Freeway WB On/Off Ramps
- Sierra Madre Villa Avenue and I-210 Freeway EB On/Off Ramps
- Rosemead Boulevard and Colorado Boulevard

Signal timing along Foothill Boulevard will be improved in early 2001 to maximize the efficiency of traffic throughputs and minimize vehicular delays, and ultimately reduce air pollutions in the specific area.

7.2.8 Traffic Management Expansion

The Advanced Communications and Transportation Intelligence Center (ACTIC) conceptualizes an integrated transportation management system in the City of Pasadena. ACTIC envisions the linkage of multi-jurisdictional transportation management such as the L.A. County Traffic Management Center (TMC) through the Countywide Transportation Management Architecture, Caltrans TMC and the City of Los Angeles ATSAC system to allowing data exchange and coordinating incidents effectively and efficiently.

The proposed TMC Master Planning Study will formalize current and future TMC operations enhancements. Pasadena is currently completing joint projects with Glendale and Los Angeles County that will significantly increase the data gathering and dissemination workloads of the TMCs. The City's existing decade-old TMC technologies are desperately in need of modernization. The TMC Master Plan will employee the National ITS Architecture concept to crating framework and vocabulary for planning, defining and integrating the ACTIC system.

ACTIC is envisioned to have different communications infrastructure that allow for data exchange from the L.A. County TMC, Caltrans TMC, Arroyo-Verdugo Coalition Agencies and Los Angeles ATSAC system for real-time, multi-jurisdictional transportation management. In anticipation of near-term multi-million dollar projects such as the Pasadena Blue Line, ACTIC will provide swift coordination between train preemption control and signal synchronization and allow a greater range of coordination methodologies to be utilized.

ACTIC will also include integrated transit vehicles tracking via Geographic Information System (GIS) and improved CCTV network through a complete fiber-optic communications network.

7.2.9 Physical Improvements

Physical improvement measures have been recommended at eight intersections as follows:

7.2.9.1 Altadena Drive and Colorado Boulevard

Restripe Altadena Drive to provide both northbound and southbound exclusive right-turn lanes. Remove on-street parking approximately 100 feet in advance (both north and south) of the intersection. Peak-hour parking restrictions (i.e., from 7:00 AM to 9:00 AM and from 4:00 PM to 6:00 PM) may be posted if removal of on-street parking will negatively impact local residents and/or retail establishments. This measure can be accommodated within the existing roadway width. The location of traffic signal equipment (i.e., loop detectors, signal heads, mast arms, and others) will be modified to conform to intersection layout adjustments.

7.2.9.2 Sierra Madre Villa Avenue and Foothill Boulevard

Widen the south side of Foothill Bl. west Sierra Madre Villa

Avenue by approximate 5 feet for a distance of up to 200 feet and the north side of Foothill Bl. west Sierra Madre Villa Avenue by approximately 7 feet for a distance of up to 200 feet. Widen the east side of Sierra Madre Villa Avenue south of Foothill Bl. by approximately 5 feet for a distance of up to 200 feet and remove the center median on Sierra Madre Villa Avenue. Add a second left-turn lane to northbound and upgrade traffic signal to provide protected left-turn for both northbound and southbound movements. Traffic signal equipment (signal controller, signal phasing and timing, and signal indications) will be modified accordingly.

7.2.9.3 Sierra Madre Villa Avenue/Madre Street and Colorado Boulevard

Remove the raised median on the north leg of intersection. Restripe to provide an additional southbound exclusive left-turn lane (i.e., dual left-turn lanes). This measure can be accommodated within the existing roadway width. The location of traffic signal equipment will be modified to conform to intersection layout adjustments. Maintain southbound left-turn ingress and westbound left-turn egress restrictions for the retail establishment on the northeast corner of the intersection.

7.2.9.4 Halstead Street and Foothill Boulevard

Modify signal and restripe to provide an additional southbound left-turn lane (i.e., one left-turn lane, one left-turn/through lane, and one right-turn lane). This measure can be accommodated within the existing roadway width. Traffic signal equipment locations will be modified to conform to intersection layout adjustments. Provide enough roadway width to accommodate the proposed bike lane at this intersection.

Future transit and auto access to the SMV Transit Station will be heavy on Halstead Street south of Foothill Boulevard. The existing 40-foot street width and 60-foot right of way will not be able to carry the projected vehicular volumes combining with bus layovers. Section 4.2 6 of the East Pasadena Specific Plan conceptualizes several ideal streetscape designs. The feasibility of widening Halstead Street will be constrained by the right of way acquisition on either side of the street and needs to be further analyzed.

7.2.9.5 I-210 Freeway Westbound Off-Ramp and Foothill Boulevard (west of Rosemead Boulevard)

Widen the south side of Foothill Boulevard west of the I-210 Freeway Westbound Off-Ramp by up to five feet for a distance of up to 200 feet. Restripe to provide an additional eastbound through lane (i.e., three through lanes). Traffic signal equipment locations will be modified to conform to intersection layout adjustments.

7.2.9.6 Rosemead Boulevard and Foothill Boulevard

Remove the raised median on the south leg of intersection. Widen the west side of Rosemead Boulevard north of Foothill Boulevard by three feet for up to 120 feet. This widening can be accomplished within the existing public right-of-way and

would result in a minimum parkway width of nine feet on Rosemead Boulevard at the Foothill Boulevard intersection. Restripe to provide a second northbound to west bound and left-turn lane (i.e., two left-turn lanes, two through lanes, and one right-turn lane). Traffic signal equipment locations will be modified to conform to intersection layout adjustments.

7.2.9.7 I-210 Freeway Westbound Ramps and Foothill Boulevard

Restripe the intersection to provide an exclusive eastbound right-turn lane (i.e., one left-turn lane, one through lane, one through/right-turn lane, and one right-turn lane). Prohibit parking on the south side of Foothill Boulevard for 150 feet west of the I-210 Freeway Westbound Ramp. Peak-hour parking restrictions may be posted if removal of on-street parking will negatively impact local residents and/or retail establishments. Traffic signal equipment locations will be modified to conform to intersection layout adjustments. This measure can be accommodated within the existing roadway width, however, turning radii should be checked before implementing this measure.

7.2.9.8 Michillinda Avenue and Foothill Boulevard (LA County Jurisdiction)

Remove the raised medians on both the north and south legs of the intersection. Restripe to provide additional northbound and southbound exclusive left-turn lanes (i.e., dual northbound and southbound left-turn lanes). This measure can be accommodated within the existing roadway width. Traffic signal equipment locations will be modified to conform to intersection layout adjustments.

7.2.10 Roadway Extension/Street Improvement Projects

The 1994 General Plan incorporated two roadway extension projects within the East Pasadena Specific Plan area, namely:

- Kinneloa Avenue from Titley Avenue to Walnut Street
- Maple Street from Sierra Madre Villa Avenue to Titley Avenue

The mobility plan of the East Pasadena Specific Plan also recommends these street extensions as part of citywide transportation system enhancement. In addition, connecting Walnut Street between Sunnyslope Avenue and Kinneloa Avenue has been envisioned in the specific plan. These three street extensions would provide additional roadway capacities, alternative circulations and reduction of congestion at several key intersections within the specific plan area. The future traffic analysis was based on the "worse case scenario" of full build-out within the specific plan area and completions of these street extensions.

Street extension projects are costly due to the complexity of issues and phases. The feasibility of Maple Street Extension, from the perspectives of benefits (traffic improvements) and costs (land acquisitions, constructions, etc.) will be examined through the update of the Mobility Element of the General Plan. Based on the analysis results, the Public Works and Transportation Department will be able to either continue its vision of extending Maple Street or remove it from the General Plan. The General Plan update is scheduled to completed in late 2001.

7.2.11 Street Segment Improvements

Center two-way left-turn lanes are recommended for the following street segments.

- Walnut Street east of San Gabriel Boulevard
- Electronic Drive east of Sierra Madre Villa Avenue

Figure 7-1 provides a summary of the Mobility Plan.

7.2.12 Neighborhood Protection

Neighborhood protection measures are proposed for a number of locations within the East Pasadena Specific Plan area. Neighborhood protection measures are expected to decrease cut-through traffic and reduce speeds along neighborhood streets. These measures should also redirect traffic from the neighborhood streets onto the arterials and highways that surround the neighborhoods. Neighborhood protection measures should effectively mitigate East Pasadena Specific Plan street segment impacts at two locations (No. 17, Rosemead Boulevard south of Halstead Street and No. 19, Greenhill Road east of Cliff Drive).

Neighborhood protection measures shall be monitored to ensure that neighborhood residents are not adversely inconvenienced by neighborhood protection measures.

7.3 Neighborhood Protection Measures

Beginning in the 1980s, the City implemented an on-going program to reduce speeds on residential streets and reduce intrusion of commuter trips into various residential areas located within the City of Pasadena. Components of the program have included speed humps, diverters, turn restrictions, and signing. The East Pasadena Specific Plan prescribes several neighborhood protection measures for the Lower Hasting Ranch neighborhood. Some of the proposed measures will be implemented as part of the City's Capital Improvement Project, Neighborhood Traffic Management Program (NTMP), in fiscal years 2001 and 2002. City staff will be meeting with the community to develop a set of detail implementation plans beginning October 2000. The following conceptual neighborhood protection measures (Figure 7-2) for the Lower Hastings Ranch residents will be refined through a series of neighborhood outreach, consensus building and engineering analyses.

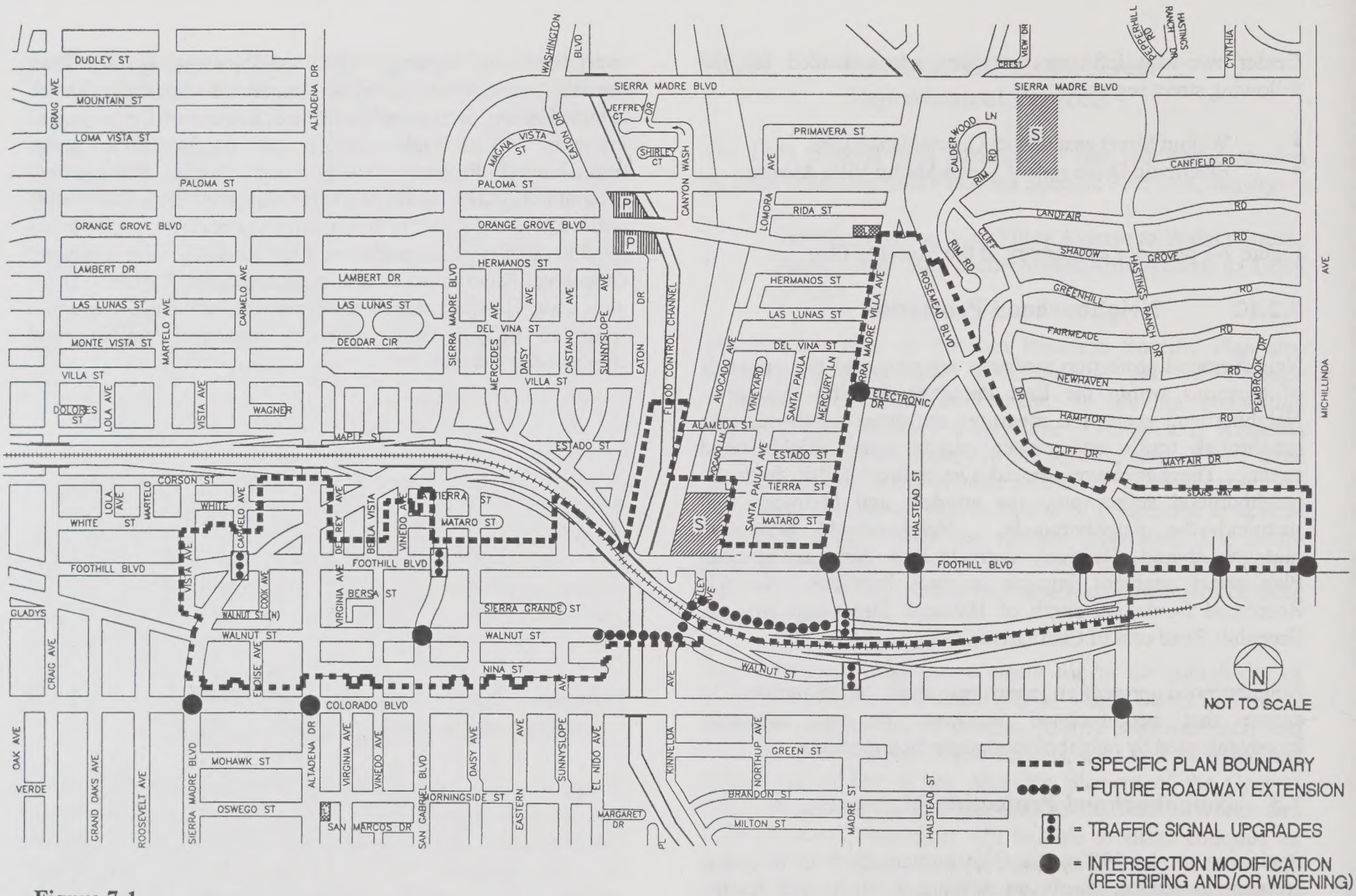


Figure 7-1.
Summary of Mobility Plan

7.3.1 Speed Humps

The City of Pasadena has established guidelines to evaluate the applicability of installing speed humps. The main purpose of installing speed humps is to reduce speeds. Speed humps also create some negative results, for example, speed humps may delay emergency vehicle response times by 5-10 seconds at each hump crossing, create noise and often shift the speed problem to parallel adjacent streets. Speed humps are only effective when installed along narrow streets where few other measures can be applied. Speed humps should only be installed on local streets with low traffic volumes.

To reduce speeds found to be excessive on local streets, speed humps may be considered for installation in neighborhood areas. The feasibility of speed humps will be evaluated on a case-by-case basis.

7.3.2 Physical Improvements

Physical improvements are proposed at the following locations to reduce the attractiveness of using the local streets for cut-through regional travel:

7.3.2.1 Hastings Ranch Drive/Greenhill Road Intersection

Consolidate intersection (i.e., narrow approaches) and remove northbound right-turn yield to reduce speeds near the intersection.

7.3.2.2 Sears Way

Sears Way will be modified to discourage non-local traffic from entering the Lower Hastings Ranch neighborhood. The following measures are expected to produce this result without completely modifying local traffic patterns (as shown in Figure 7.3).

- Redirect westbound traffic to the south via the driveway approximately 500 east of Hastings Ranch Drive (i.e., the driveway between Rite Aid and Sears).

- Sear Ways between Hastings Ranch Drive and this driveway will become a one-way (i.e., eastbound only) street. Sears Way between this driveway and Michillinda Avenue will remain a two-way street.

- Provide an internal defined path connecting the driveway at Sears Way to the driveway at Foothill Boulevard. The driveway at Foothill Boulevard is approximately half-way between Rosemead Boulevard and the I-210 Westbound On/Off Ramps.

The exact re-configuration of Sears Way will be determined and refined as part of the NTMP outreach efforts.

7.3.3 Traffic Signal Modification

To discourage cut-through traffic by minimizing "green" time for through movements, signal modifications are recommended at the following intersections:

- Hastings Ranch Drive and Sierra Madre Boulevard
- Greenhill Road and Michillinda Avenue
- Halstead Street/Greenhill Road and Rosemead Boulevard

Signal modification should be monitored to ensure neighborhood residents are not adversely inconvenienced by recommended measures.

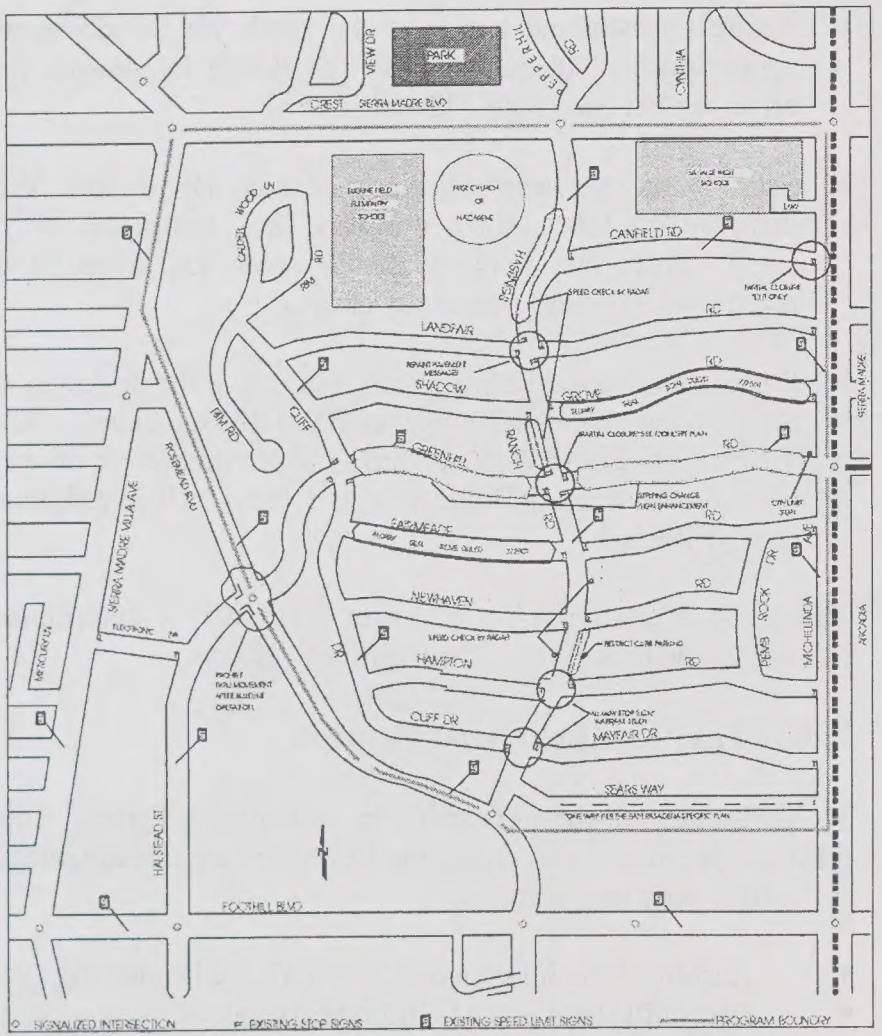
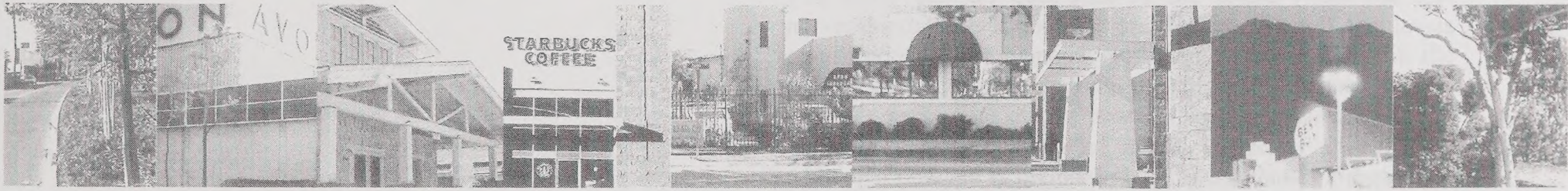


Figure 7-2 Neighborhood Protection Measures

8.0 INFRASTRUCTURE



8.0 INFRASTRUCTURE

The Utilities and Infrastructure section contains information about existing conditions in the East Pasadena Specific Plan area in the following categories:

- Water
- Wastewater
- Solid Waste
- Drainage
- Public Safety
- Schools
- Fire Protection
- Energy

The Specific Plan includes development of 500 residential units, 1,170,165 square feet of new commercial uses, 874,205 square feet of industrial development and 55,630 square feet of institutional uses in the East Pasadena Specific Plan area for a total development of 2,100,000 square feet.

With the demolition of older buildings, and construction of new buildings, as of December 1999, the remaining square feet permitted to be built based on the General Plan area is approximately 1,970,000 square feet and is constantly changing as new development applications are approved. See Table ____ for an explanation of permitted square feet from the General Plan.

This new potential development is consistent with the anticipated growth identified in the Land Use Element of the General Plan, which is in compliance with the Southern California Association of Government's (SCAG) population growth estimates, for Pasadena. Implementation of the Specific Plan will not require any significant changes in the infrastructure and utilities of the Specific Plan area.

8.1 Water

The water demand generated by the future residential and nonresidential uses is not anticipated to create significant levels of additional water demand. Sufficient capacity exists in the current system to accommodate the amount of demand created by the current usage and the new development permitted by the Specific Plan. As identified in the General Plan EIR, the additional demand is regionally significant, but is mitigated in the City of Pasadena by an adequate water supply to handle the additional demand and the continued implementation of City-mandated water conservation programs. Future development generated by the implementation of this Specific Plan will need to comply with the Water Shortage Procedures Ordinance (P.M.C. 13.10.020), which mandates that any future project shall only consume 90 percent of expected consumption.

8.2 Wastewater

It is anticipated that the proposed development of the Specific Plan area will generate approximately 64,000 gallons per day of wastewater for residential uses, 398,383 gallons per day for commercial uses and 21,855 gallons per day for industrial uses.

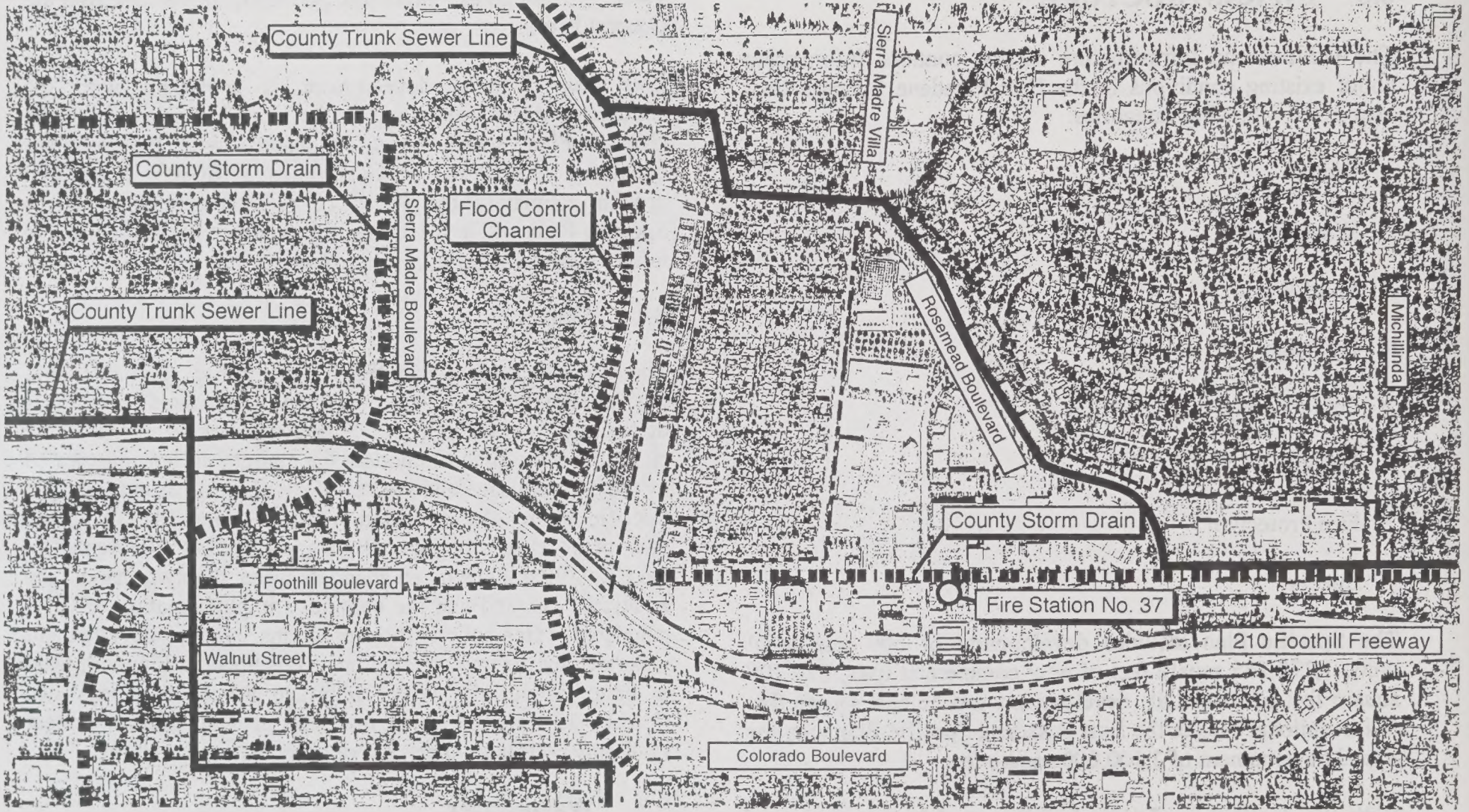


Figure 8-1.
Infrastructure Support for Land Use Plan

The types of institutional uses permitted in the specific plan vary; however, the impact of the 80,630 gallons is minimal.

Future projects will use the existing water supply system provided by the City of Pasadena Department of Water and Power and the existing sewer system provided by the Public Works and Transportation Department. Therefore there will be no direct additions or withdrawals from the ground waters. The City requires the developer of any new development to pay the imposed sewer connection fee to the Los Angeles County Sanitation District. These fees will allow for the expansion of the sewer system to accommodate the proposed projects and future projects in the City.

8.3 Solid Waste

By the year 2010, growth anticipated in the City's General Plan EIR will result in an increase of approximately 37,008 tons per year of solid waste. The growth outlined in the General Plan was considered a potentially significant impact. The Specific Plan is located within the City's refuse collection area and will not result in the need for substantial alteration or addition to the existing system of solid waste collection and disposal. Non-residential projects may be required to submit a program to the Public Works and Transportation Department's Solid Waste Division prior to the issuance of any building permits. In 1992, the City adopted the "Source Reduction and Recycling Element" to comply with the California Integrated Waste Management Act. This act requires a 50% reduction in solid waste before 2001.

8.4 Drainage

Since anticipated development will cover no more, if not less, hard surface area than currently exists, the growth anticipated by the Specific Plan will have a less than significant impact on the surface flow. The Specific Plan includes requirements for more landscaped areas, which should lessen surface drainage, increase the recharge of groundwater resources and limit potential flooding in the Specific Plan and neighboring areas. Erosion and subsequent deposit of particles in the drainage channel caused by the construction activity anticipated by the Specific Plan will be mitigated by existing construction requirements of the Uniform Building Code and federal, state and municipal requirements.

8.5 Public Safety

In 1998, a police substation was opened in a shopping center at El Nido and Colorado Boulevard in the East Pasadena area in anticipation of the expanding public use of the Light Rail Station and the increase in commercial districts in East Pasadena.

8.6 Schools

No public schools are located within the East Pasadena Specific Plan area. The six PUSD schools serving the East Pasadena area include: Elementary – Field, Willard and Noyes; Middle – Wilson; Senior High – Pasadena High School and Blair High School.

In the Specific Plan, 400 dwelling units are anticipated for development with an estimated generation of 160 school age children based on the PUSD's generation of 0.4 children per dwelling unit. Additionally, the new non-residential development (2,100,000 square feet) is anticipated to generate an additional demand as some future employees reside near but not within the planning area. Additionally the new non-residential square feet are anticipated to generate approximately 220 children who are or will be of school age. A total of 380 school age children could result from new residential and non-residential development proposed in the East Pasadena Specific Plan area. The potential to offset increased costs to the PUSD is through a Development Impact Fee.

8.7 Fire Protection

The Specific Plan area includes Fire Station No. 37 at 3430 East Foothill Boulevard and is located within one mile of Fire Station No. 32 at 2424 East Villa Street. The Specific Plan area is located in a low fire hazard area of the City. Thus, no expansion of services is anticipated.

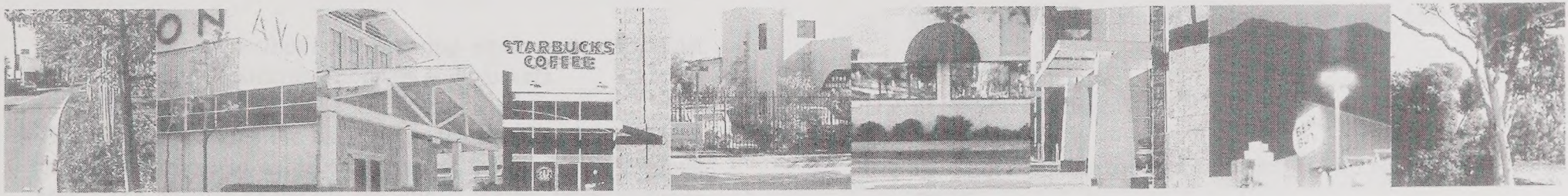
8.8 Energy

The Specific Plan area is currently being served by the Southern California Gas Company and by the City of Pasadena Department of Water and Power. No significant impacts are anticipated since the Specific Plan area is currently well served and there is adequate capacity to provide service to the anticipated growth in residential and non-residential uses.

8.9 Conclusion

The current providers for utilities and infrastructure will continue to provide services for the Specific Plan area. Except for increased student enrollment to the schools, growth anticipated in the Specific Plan area can be accommodated by the current providers without significant changes in service delivery.

9.0 IMPLEMENTATION



9.0 IMPLEMENTATION

Implementing the East Pasadena Plan requires a coordinated program of Public and Private Realm investments to:

- Ensure East Pasadena's economic vitality in the short and long term by facilitating development of technologically-oriented office, industrial uses, and retail uses
- Establish multi-modal access corridors which function in conjunction with the Light Rail Station to enhance East Pasadena's economic vitality and to support the Light Rail
- Create an aesthetically pleasing environment for East Pasadena residents, shoppers and workers

This chapter outlines the basic approach the City of Pasadena should undertake to achieve the vision for the East Pasadena area. The chapter addresses the Public Realm Improvements and Policy and Regulatory Framework components necessary for implementing the plan.

9.1 Public Realm Improvements

By providing for a Public Realm, the City of Pasadena will make a visible economic commitment to the revitalization of East Pasadena. The Public Realm improvements will add value to the area, thereby laying a foundation for future private sector investment in the form of building renovations and new development. With development standards and design guidelines in place, new private sector investment will combine with public improvements to fulfill the community's vision for East Pasadena.

The public realm improvements include:

- Streetscape Improvements (landscaping and public art)
  - Foothill Boulevard streetscape including gateway and bike lane
  - Halstead Street streetscape including landscaping and bike lanes
  - Walnut Street streetscape including landscaping, gateway at Sierra Madre Villa Avenue and bike lanes
- Transit Station Improvements
  - Transit Plaza
  - Sparking structure for approximately 1,000 parking spaces
- Transportation/Mobility Improvements
  - Kinneloa Extension
  - Walnut Street Extension
  - Maple Street Extension
  - Signal upgrades
  - Neighborhood protection measures
  - Intersection and street segment improvements
- Parking Improvements
  - Public/private parking structure(s) in Subarea d1 along the abandoned railroad right-of-way

  - Public/private parking structure(s) in Subarea d1 along the abandoned railroad right-of-way
  - Public/private 2-level parking structure in Subarea d2

- Code Enforcement Program

9.2 Public Realm Costs and Financing

9.2.1 Improvement Costs

Public Realm program and construction costs associated with the East Pasadena Specific Plan will need to rely on a number of revenue sources. A significant portion of the Public Realm includes or is contained within the Multimodal Access Corridors, which support the economic revitalization of East Pasadena through Private Realm investment, the utilization of Light Rail and the potentials of transit-oriented, mixed-use development.

To create the vision outlined in the Plan, the streetscape components should be funded and constructed at the same time as the Mobility Improvements for a particular street or area.

9.2.1.1 Streetscape Improvements

The estimated construction costs (1999) for streetscape improvements follow:

▪ Foothill Boulevard - West	$1,300,000
▪ Foothill Boulevard - East	$ 432,000
▪ Walnut Street	$3,325,000
▪ Halstead Street - North	$ 638,000
▪ Halstead Street - South	$ 596,000
Subtotal	$6,291,000
▪ 35% Support Costs	$2,201,850
Total	$8,492,850*

* Trees on other mobility corridors not included.

9.2.1.2 Traffic Circulation & Operations Improvements

The estimated costs to improve circulation and traffic operations as part of the East Pasadena Specific Plan mitigations (excluding the street extensions) are as follows:

▪ Signal upgrades, TDM, and physical Improvements at 17 intersections	$1,917,000
▪ TDM and Physical Improvements to Street Segments (15 locations)	$ 426,000

Many of these improvements will be conditioned as result of direct project impacts. Developers will be required to implement, as a minimum, traffic-related mitigation measures set forth in the East Pasadena Specific Plan area, individually or collectively. The Public Works and Transportation Department will determine each developer's "fair share" to the overall improvements based on the project's impacts. In addition to implementing these measures, developers are also subject to the Commercial Development Fees and to potentially contribute to the construction of street extensions or neighborhood protection measures.

9.2.1.3 Neighborhood Protection - Lower Hastings Ranch

The East Pasadena Specific Plan prescribes several protection measures for the Lower Hastings Ranch neighborhood. Some measures can be accomplished relatively in a short time frame and be cost effective. These measures may include restriping, enhancing signage and interim partial road closure. The cost of constructing permanent medians or re-configuring streetscape in the neighborhood may be significantly. The following costs are for budgetary purpose:

- Neighborhood Traffic Management Program, (Capital Improvement Project), FY 2001-2002 allocation* $ 40,000

  * Restriping, enhancing signage, and interim partial road closures are expected to be completed as part of the allocated funding.

- Permanent divertor at Greenhill Road/Hastings Ranch Road $100,000-150,000
- Permanent choker installation per street intersection $50,000-100,000 $50,000-100,000
- Permanent speed humps installation per street block $ 5,000-10,000

9.2.1.4 Street Extensions

The costs for constructing and extending three streets in the East Pasadena Specific Plan are estimated as follows

- Kinneloa Avenue (Walnut St. to Foothill Blvd.)	$1,245,000(3)
- Maple Street (Sierra Madre Villa to Titley Ave.)	- $4,755,000
- Walnut Street (Sunnyslope to Kinneloa Ave.)	(1)
Total	$6,000,000(2)

(1) Included in streetscape above.
(2) Source: City of Pasadena, Linscott Law & Greenspan, Engineers.
(3) Mid-1999 estimates

These costs include project development, right-of-way acquisitions, construction, traffic control, street lights and streetscape. Presently, the City's Capital Improvement Program has appropriated approximately $545,000 for the Kinneloa Avenue extension, and no funding has been appropriated for Maple Street and Walnut Street extensions

9.2.1.5 Transit Station Improvements

Transit station improvements and parking structure improvements are not included as public realm costs and are assumed to be constructed as a part of a joint use development on the transit station. A 1,000 space above-grade structure is estimated as approximately $10 to $12 million.

9.2.2 Financing Options

In order to implement the elements of the East Pasadena Specific Plan (EPSP), the combination of public and private strategies will need to be employed in order to fund the improvements that are identified by the Plan to both the public capital infrastructure, as well as the site development and reuse

goals and standards. This section will outline a series of potential plan implementation strategies, a mix of which may be employed over time in order to meet the goals and objectives outlined in the Specific Plan.

- **General Obligation Bonds**

As was described in the fiscal impact analysis for the project, which was prepared under separate cover, the project area, can be expected to generate significant annual, recurring, positive fiscal impacts. A possibility of new General Fund revenues that will be generated by each of the plan alternatives can be used to support general obligation bonds. In order to dedicate these revenues, because of Proposition 13 requirements, a political consensus within the City of Pasadena would need to be mobilized. This could be accomplished by tying the improvements outlined in the Specific Plan to a broader variety of public improvements throughout the City in order to receive voter approval required for plan implementation.

- **Assessment District**

With the decline in use of general obligation bonds in California, more and more communities have used special assessment districts with public improvements. Special assessment districts can be used to finance streetscape improvements, landscape, and other use-related improvements within a defined district. However, with the passage of Proposition 218 in 1998, there is now a requirement for a property owner petition and subsequent property owner ballot process before a special improvement district can be formed. As with general obligation bonds, this implies importance of mobilizing a political constituency for the specified improvements before this implementation tool can be used.

- **Business Improvement District**

A Business Improvement District would be formed by the property owners or tenants in the commercial or industrial area to offer programs, such as business recruitment, security, marketing, maintenance of public improvements, parking, and events programming. By pooling resources and coordinating efforts, the business community can invest in mutually beneficial improvements that they could not afford or manage individually.

- **Redevelopment**

While redevelopment has been historically used to fund public improvements of the sort specified in the Specific Plan, it is less likely to be a tool that can be employed in East Pasadena. Not only is the Plan Area not within an existing redevelopment project area, it is unlikely that a project area could be designated for the entire Specific Plan area. This is because most of the plan area would not be likely to meet the legal definitions requiring a finding of blight prior to the formation of a redevelopment project area. However, there are portions of the site particularly the industrial uses adjacent to the 210 freeway that might, as part of a larger redevelopment area that could be established in the future, have a role for financing public improvements in the district.

- **Blue Line, MTA and TEA-21 Funding**

The Joint Powers Authority (JPA) that is presently responsible for constructing the Blue Line extension from downtown Los Angeles to East Pasadena may be a source for financing infrastructure improvements that are directly related to its core mission of constructing the Light Rail corridor. Cooperation between the City of Pasadena and the JPA, of which the City of Pasadena is one of three member communities, might allow for some funding of capital improvements on and adjacent to the Foothill Boulevard transit stop. However, the budget for the Blue Line is limited and funds are not likely available. As the City of Pasadena reviews opportunities for Federal funding under the TEA-21 program, intermodal and transit links within the Plan Area might be considered as potential future candidate projects in the City's overall transit transportation planning process.

- **Community Development Block Grants**

The Community Development Block Grant program (CDBG) is a federal grant program administered locally by the Pasadena Community Development Department. In general, CDBG programs are aimed at benefiting low and moderate-income persons and to eliminate slum or blighted conditions. There may be some specific projects within the EPSPA that would meet those criterions. CDBG funding can be used for economic development purposes including property acquisition and as part of the City's comprehensive strategy for economic development. There may be opportunities to use CDBG funds for capital improvements within East Pasadena.

- **"Rule 20"**

Electrical utility companies pay into a fund each year to fund undergrounding of utilities. Some funding may be available for East Pasadena.

- **State of California Infrastructure Financing**

The State of California provides infrastructure financing support and financial assistance to cities and counties for public infrastructure projects. Although this funding is not directly available for individual businesses, cities and counties can have access to public infrastructure financing and provide it to qualified businesses locating in the Plan Area. In the past this has been an important tool for the provision of off-site infrastructure improvements that have been necessary to support new industrial expansion in areas around the State.

- **Enterprise Zones**

California State Enterprise Zone program has been an important part of the incentive packages that have been offered to new industrial developments in the State. This program covers a portion of these Pasadena Specific Plan areas. An Enterprise Zone can encourage private investment with an incentive package that offers the following items:

- Tax credit for sales or use taxes paid on up to $20 million of qualified machinery purchase per year
- Tax credit of $23,400 for each qualified employee hirer
- A 15-year carry over of up to 100 percent of net operating losses

- Lender interest income deductions for loans made to businesses located within an Enterprise Zone
- Preferences for State contracts

- **Development Agreements and Private Investment**

The City of Pasadena has the ability through its planning, zoning, and approval process to enter development negotiations with applicants for private development throughout the plan area. The City has already done so for commercial developments in East Pasadena. By enforcing design guidelines, the zoning requirements and development standards outlined in the Specific Plan the City can ensure that future private development within the Specific Plan area conforms to the standards set out in the document.

- **Transportation/TEA Funding Sources**

A variety of potential Federal and State transportation funding sources exist which could be used to finance different components of the Public Realm. Although it is recognized that transportation funding is extremely competitive and available funds are limited, the adoption of Specific Plan with a strong transit component can improve the City=s ability to obtain funding.

The proposed strategy is for coordinated programs of application for transit-related multi-modal corridors, which provide enhanced auto, bicycle, pedestrian and bus access to the Light Rail Station. In addition, a cooperative City and the Pasadena Rail Transportation Authority-Private Development effort at locating a 1,000 car parking structure is recommended. By cooperative efforts, the Light Rail parking could support both PBL and City needs.

- **City of Pasadena Capital Improvement Program**

Planned infrastructure improvements could be added to the City's capital improvement program listing with funds available to the City from multiple sources.

- **Project Impact Assessment Fees**

To ensure that funding is available for intersection improvements, neighborhood protections, and street extensions, as development occurs, the City may choose to allocate some of the costs associated with mobility and streetscape improvements directly to private development. This could be in the form of a project impact assessment at the time of obtaining a building permit. Currently, the City of Pasadena collects three one-time fees from new developments and significant remodeling projects as follows:

- A city-wide public art fee
- A construction tax
- A development impact fee

In addition to these fees, the City may impose a fee in the specific plan based on peak hour trips or other formula that relates to a project's impacts. The fee allocated should not be too large to discourage the types of development envisioned in the Specific Plan.

9.3 Public Realm Streetscape Design Plan

It is recommended that a Public Realm Streetscape Design Plan be completed within five years of final adoption of the East Pasadena Specific Plan. The Public Realm Streetscape Plan will establish the precise specifications and design for the public improvement elements of the East Pasadena Specific Plan, including landscaping layout and palette, pavement materials, street furniture, lighting, pedestrian path specifications and funding priorities and mechanisms.

9.4 Landscape and Art Elements of the Public Realm

The Public Realm of Streetscapes, Parks and Plazas provides the setting for public art. New generations of artists are involved in creating environmental art which may range from the design of a bench, street light or segment of paving to an entire park or major park components such as a play area or a drainage element.

The City of Pasadena can facilitate creation of a unique Public Realm by:

- Developing an integrated Landscape and Art Plan as a component of the Public Realm Streetscape Design Plan encompassing Streetscapes, Plazas and Art as interrelated element designed by a team or teams of urban designers, architects, landscape architects and artists.
- Continuing the involvement of the Community in developing the Public Realm Streetscape Design Plan.

9.5 Policy and Regulatory Framework

The East Pasadena Specific Plan, with its objectives, policies, development standards and design guidelines, is the foundation for pursuing a transit-oriented economic revitalization strategy in East Pasadena. It is also a legal document, which implements the City of Pasadena's General Plan.

This section recommends the manner in which the Specific Plan Ordinance should be adopted, and how it can be amended. The section also summarizes amendments required to the City's General Plan and Zoning Code to establish consistency with the Specific Plan.

9.5.1 Specific Plan Adoption and Amendments

The entire Specific Plan will be adopted by resolution. Development standards indicated for the three subareas in East Pasadena will be incorporated into the City's Zoning Code, and the City's zoning maps will be amended to reflect the new zoning designations recommended by the Specific Plan.

The Specific Plan may be amended by resolution in a manner consistent with state law the City's General Plan. The General Plan's Principle Seven shall be adhered to for all amendments.

9.5.2 Amendments to the City's General Plan

As a result of the Specific Plan process, several amendments to the General Plan Land use Element will be required to maintain consistency between the two documents:

- Tables 3 and 4 of the Land Use Element (Building Intensity Standards and Population Density Standards) should be amended to reflect the Specific Plan's reallocation of square footage.
- 100 additional housing units need to be added to the East Pasadena allocation in the General Plan.
- The summary of Subarea d2 should be revised to delete reference to the environmental Business Park.
- A provision should be added to the Land Use Element of the General Plan, Page 39, that would allow the transfer of Housing units from Subarea d2 to Subarea d3.

9.5.3 Amendments to the City's Zoning Code

The City's Zoning Code will need to be amended to incorporate additional development standards as described in the Specific Plan. In addition, the code will need to be amended to incorporate:

- Administration of density bonuses for transit-oriented developments
- Land Use Regulation for zoning districts, which differ from Zoning Code
- Revised maximum heights, where applicable
- Revised parking lot landscaping requirements
- Zoning Map Amendments as indicated by the Specific Plan

See Appendix A for details regarding consistency. In addition, the General Plan identifies the need for a citywide code amendment to include standards for live-work housing.

9.5.4 Five-Year Review of the Specific Plan

The Planning commission every five years shall review the progress of implementing the Specific Plan. The review for compliance shall take place during a legally noticed regular meeting of the Planning Commission, and shall be preceded by at least one community meeting in the East Pasadena area. The Planning Commission may recommend to the City Council any adjustments or amendments it deems necessary to ensure continued implementation of the Specific Plan.

During the first Five-Year Review, the City will conduct a mobility study to assess the effects of the Blue Line and mobility improvements in the area. In addition, the Planning Commission will review the Interim Limited Development allocation.

9.5.5 Getting Your Project Approved

Property owners and developers are encouraged to promote creative projects, which contribute to the Vision for East Pasadena. The City of Pasadena's centralized Permit Center is

available to assist applicants with expediting review and approval of their projects.

To determine project requirements, use Chapter 6 to find the site in question and the subarea it is located within. Confirm that the land use being proposed is permitted within the zoning district of that subarea, and refer to the development standards and design guidelines, which apply to your project.

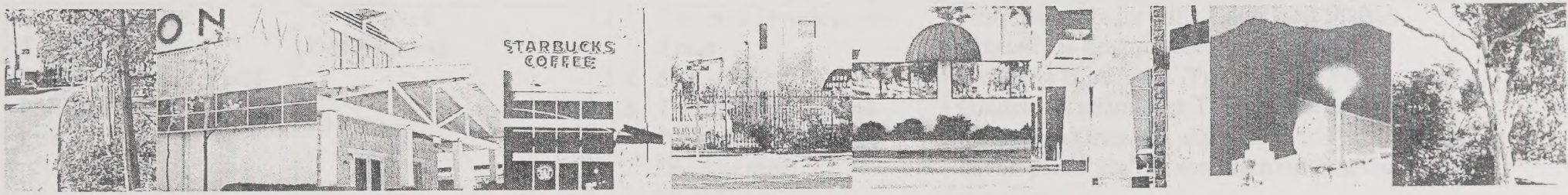
9.5.6 Securing Professional Design Assistance

The development standard and design guidelines are not a substitute for the services of professional architects and building contractors in new construction or rehabilitation projects. The assistance of qualified and experienced professionals is essential.

9.5.7 The Development Review and Application Process

All new development projects, as well as certain change in use of existing buildings, must be reviewed by the Planning and Permitting Department staff for conformance with the City's Zoning Ordinance. In addition, the Zoning Hearing Officer, Design Commission and Cultural Heritage Commission may review projects, which require additional permits or approvals. Information materials are available at the Permit Center, which outline the City's review and application process in detail.

APPENDICES



APPENDIX A

GENERAL PLAN CONSISTENCY

The City of Pasadena's General Plan is a document that was designed to direct future development in the city and the principles, objectives and polices are used to direct that future. The following objectives and policies guided the development of the East Pasadena Specific Plan.

Principle	Objective	Policy	East Pasadena Specific Plan
Growth Will Be Targeted to Serve Community Needs and Enhance the Quality of Life	1. Targeted Development	1.1 Targeted Development Areas 1.2 Specific Plans 1.3 Transit-Oriented and Pedestrian Oriented Development 1.4 Mixed Use 1.10 Capital Improvements	The Sierra Madre Villa Light Rail Station currently is the proposed terminus for the Pasadena Blue Line. The Specific Plan Guidelines encourage Transit Oriented and Pedestrian Oriented, and Mixed use development for the area surrounding the transit site.
	Objective 2 – Open Space	2.2 Urban Open Space	The Specific Plan encourages the preservation as urban open space the landscaped area in front of the Stuart Building.
Change Will be Harmonized to Preserve Pasadena' Historic Character and Environment	Objective 5 - Character and Scale	5.2 Urban Design Guidelines 5.3 Character and Identity 5.4 Neighborhood Character and Identity 5.5 Architectural and Design	Chapters 4, 5, 6, and 7 are written to incorporate these policies in the Specific Plan. Among the most significant are height, neighborhood character identity and preservation of the mountain views.

Principle	Objective	Policy	East Pasadena Specific Plan
		Excellence 5.6 Human Values 5.7 Enhanced Environment 5.8 Imagination and Creativity 5.10 Spatial Attributes	
	Objective 6 – Historic Preservation	6.2 Protection of Historic and Cultural Resources 6.3 Adaptive Reuse	The Specific Plan encourages the preservation of the Stuart Building that is listed on the National Register of Historic Places. Chapter 5 – Transit Station recommends adaptive reuse of the building and use of the landscaping in the front of the building for urban open space.
Economic Vitality Will be Promoted to Provide Jobs, Services, Revenues and Opportunities	Objective 10 – Diverse Economy	10.1 Targeted Development areas 10.2 Transit Oriented Development 10.3 Business Expansion and Growth 10.4 Enterprise Zone 10.5 Industrial Businesses 10.10 Regional Center 10.11 Affordable Housing	The Chapter on Land Use Strategy and Urban Design Concept discusses targeted development, TOD's, business expansion and growth, the Enterprise Zone as it now applies to the Specific Plan. The protection of Industrial land for industrial uses is also addressed. The revised zoning code will include new use definitions for industrial uses, as well as a definition for Research & Development. Research & Development uses will be permitted in both general commercial and industrial areas.
Pasadena Will be Promoted as a Healthy Family Community	Objective 13 - Adequate Services	13.3 Child Care	Child care is listed as a Permitted use in the CG and IG zones in the specific plan area to provide a service to both the residents and

Principle	Objective	Policy	East Pasadena Specific Plan
			the commuting public.
	Objective 17 – Recreation	17.4 Urban Open Spaces	Chapter 5 Transit Station - encourages the use of the urban open space around the transit station
	Objective 19 – Land Use/Transportation Relationship	19.1 Transit Accessibility 19.2 Traffic Congestion 19.3 Bicycles/Pedestrians	Chapter 7 – Mobility addresses these issues, especially traffic impacts on residential neighborhoods in the east Pasadena area. Bicycle paths included in the Bicycle Master Plan are incorporated into this chapter, chapter as well as Chapter 4.
Pasadena Will be a City Where People Can Circulate Without Cars	Objective 20 – Circulation	20.1 Transit-Oriented and Pedestrian-Oriented Development 20.2 Specific Plans 20.4 Availability 20.5 Parking Management 20.6 Neighborhood Protection 20.8 In-fill and Revitalization Sites 20.10 Bicycles/Pedestrians	Chapter 5 – Transit Station encourages joint development of the Sierra Madre Villa Light Rail Station. Chapters 5 and 6 support this development.
	Objective 21- Transit/Pedestrian Coordination	21.1 Urban Design 21.2 Shop Orientation 21.3 Pedestrian Access 21.4 Open Space	Chapters 5 and 6 encourage the design and coordination in sub-area d2 where the light rail station is located.
	Objective 22 – Mobility Element	22.1 Pedestrian Movement 22.2 Bicycle Connections 22.4 Mitigation Measures	Chapter 7 – Mobility has addressed these issues and incorporated mitigation measures in to the plan to resolve existing traffic or

Principle	Objective	Policy	East Pasadena Specific Plan
			other infrastructure capacity constraints.
Community Participation Must be a Permanent Part of Achieving a Greater City	Objective 26 – Participation	26.3 Specific Plans	An 11 person Steering Committee was formed of residents, business and property owners. The Steering Committee met from November 1998 through June 1999. The meetings were open meetings and visitors were welcome.

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APPENDIX B

East Pasadena Specific Plan Chronology of Public Meetings and Notification

April 29, 1998	Meeting with east Pasadena Neighborhood Presidents at Hastings Branch Library
August 19, 1998	Presentation to Pasadena Chamber of Commerce at Robin's Restaurant
November 9, 1998	East Pasadena Steering Committee Meeting
December 14, 1989	Stakeholders Interviews
December 2, 1998	East Pasadena Steering Committee Meeting
January 6, 1999	East Pasadena Steering Committee Meeting
January 14, 1999	Community Meeting at La Salle High School
February 3, 1999	East Pasadena Steering Committee Meeting
February 17, 1999	East Pasadena Steering Committee Meeting
March 3, 1999	East Pasadena Steering Committee Meeting
March 17, 1999	East Pasadena Steering Committee Meeting
April 7, 1999	East Pasadena Steering Committee Meeting
April 21, 1999	East Pasadena Steering Committee Meeting
May 4, 1999	East Pasadena Steering Committee Meeting
July 7, 1998	Business Enterprise Committee
June 15, 1999	East Pasadena Steering Committee Meeting
July 28, 1999	Status Report to the Planning Commission
August 18, 1999	Business Enterprise Committee
September 13, 1999	City Council Meeting to Request Additional Funds for Gruen Associates and LLG Traffic Engineers to do additional work on the Mobility Chapter

September 15, 1999	District 4 Meeting – Continuing Educational Facility
September 22, 1999	Pasadena Chamber Breakfast – Robin's Restaurant
April 11, 2000	Steering Committee Lunch Presentation of Draft Specific Plan to East Pasadena Specific Plan Steering Committee
April 15, 2000	District 4 - Advisory Group - University Club
May 10, 2000	Arts Commission
May 17, 2000	Lower Hastings Ranch Neighborhood Association
May 24, 2000	Planning Commission - during the 45 day review period of the EIR
May 30, 20000	District 4 Meeting - Rose Bowl
June 1, 2000	Daisy Villa Neighborhood Association
June 9, 2000	Transportation Advisory Commission
June 21, 2000	Lower Hastings Ranch Neighborhood Association
July 3, 2000	Cultural Heritage Commission
July 10, 2000	Design Commission
July 11, 2000	Upper Hastings Ranch Neighborhood Association
July 12, 2000	2nd Transportation Advisory Commission
July 17, 2000	2nd Cultural Heritage Commission and site visit of Stuart Company Building
July 20, 2000	Property Owners Meeting
July 26, 2000	Planning Commission
August 9, 2000	Planning Commission
August 23, 2000	Planning Commission
September 13, 2000	Planning Commission
September 24, 2000	Daisy Villa Neighborhood Association
September 27, 2000	Planning Commission
October 11, 2000	Planning Commission
October 18, 2000	Planning Commission
October 23, 2000	City Council

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